



# WHAT A POWERFUL DIFFERENCE THIS HIGH-OCTANE GASOLINE MAKES.



Like a man from Missouri he had to be shown. Now he knows the powerful difference high-octane "Ethyl" gasoline can make in a car's performance. That's because only a high-octane gasoline can meet the demands of today's modern engines. It burns smoothly—evenly—powerfully—under the high-compression pressures of these engines.

In fact, a high-octane rating is just about the most important single quality you want in a fuel. So always make sure you get a high-octane gasoline. Next time you buy gasoline, look for the "Ethyl" emblem on the pump. You'll enjoy the powerful difference it makes!

THYL CORPORATION

New York 17, N. Y.

Ethyl Antiknock Ltd., in Conoda





twist it...twirl it...bend it...curl it... the revolutionary new soft collar on

# Van Heusen Century Shirts won't wrinkle ever

Small wonder the Van Heusen Century shirt is becoming the most popular shirt in the world.

It's the world's only shirt with a patented, soft, one-piece collar that won't wrinkle ever! Ordinary collars are made of three layers of fabric sewn or "glued" together.

This remarkable shirt is available in colors and a variety of smart Van Heusen original collar styles.

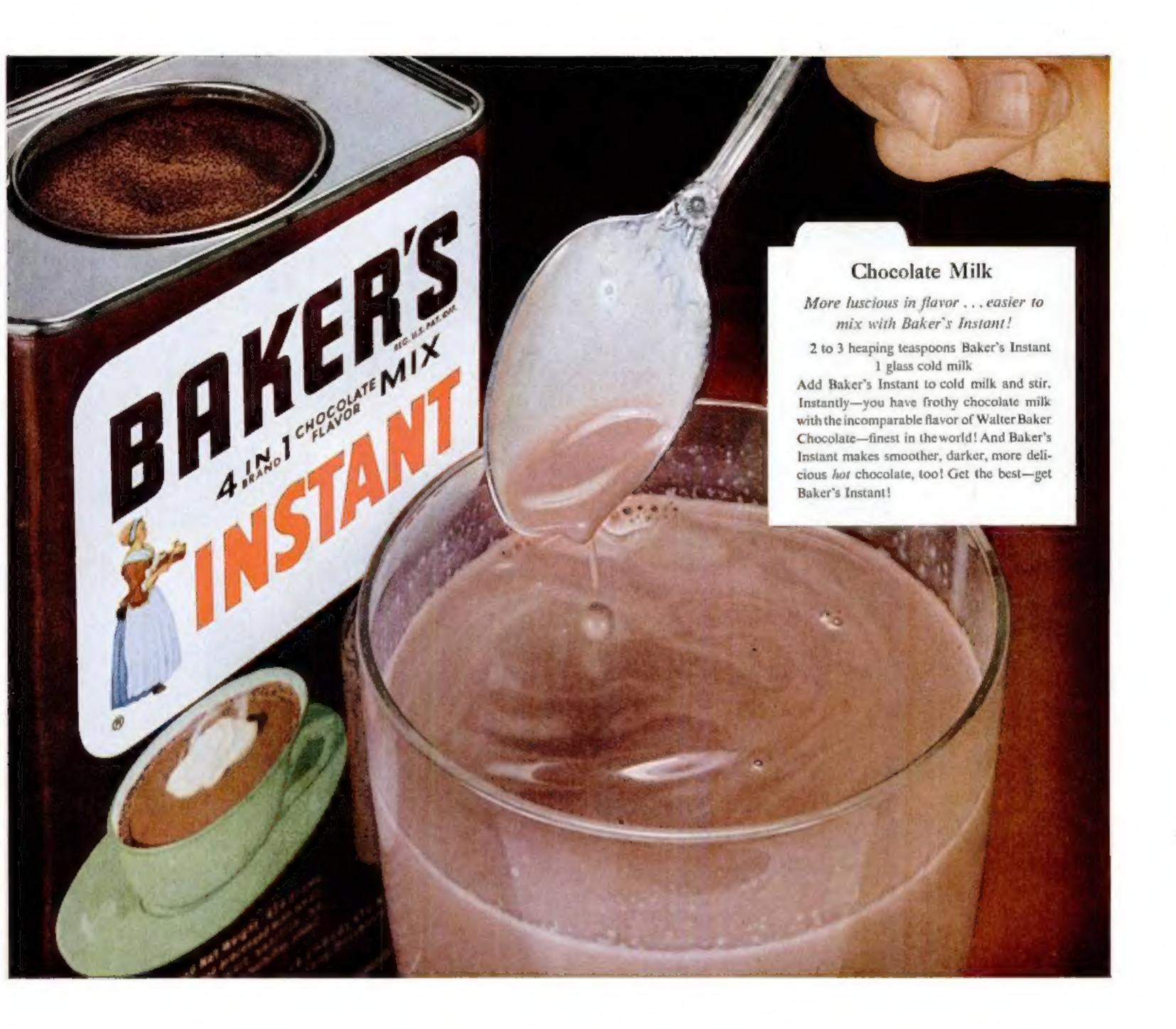
All are easy to launder-never need starch. Just iron the collar flat, flip it, it folds perfectly because the fold-line is woven in permanently!

Certified tests prove Van Heusen Century shirts give up to 80 wearings and washings (twice as much as ordinary shirts!).

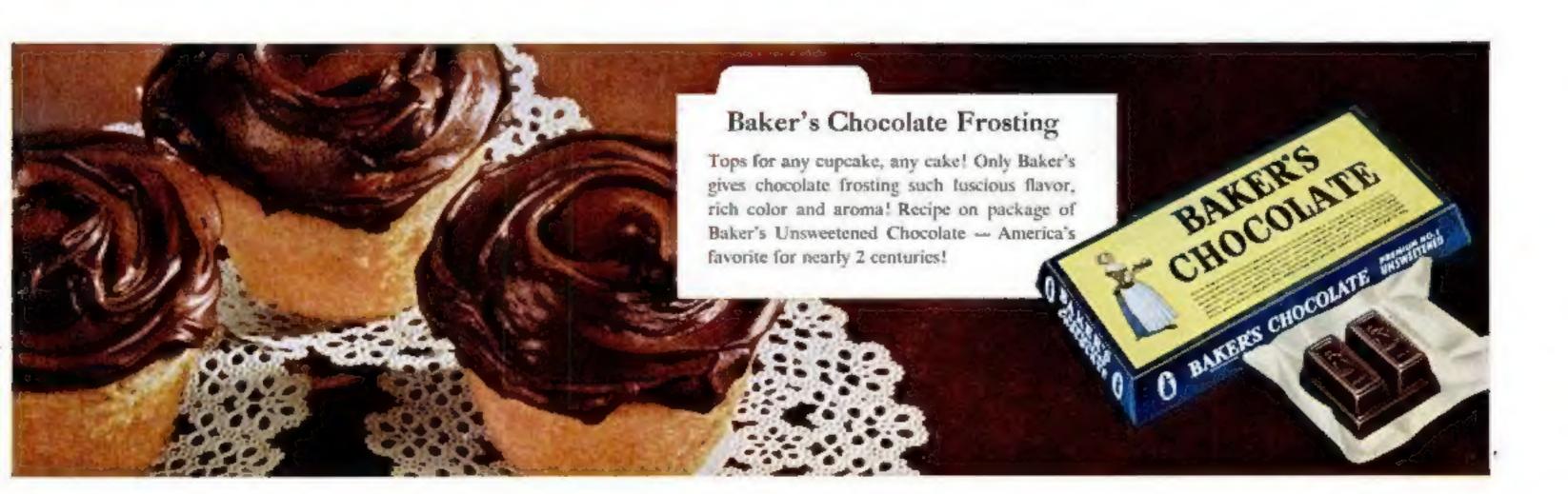
Yet the price is the same. White, \$3.95 . . . Superfine White, \$4.95 . . . Colors, \$4.50. Ties shown: Van Heusen Shirt-Mates, \$1.50.

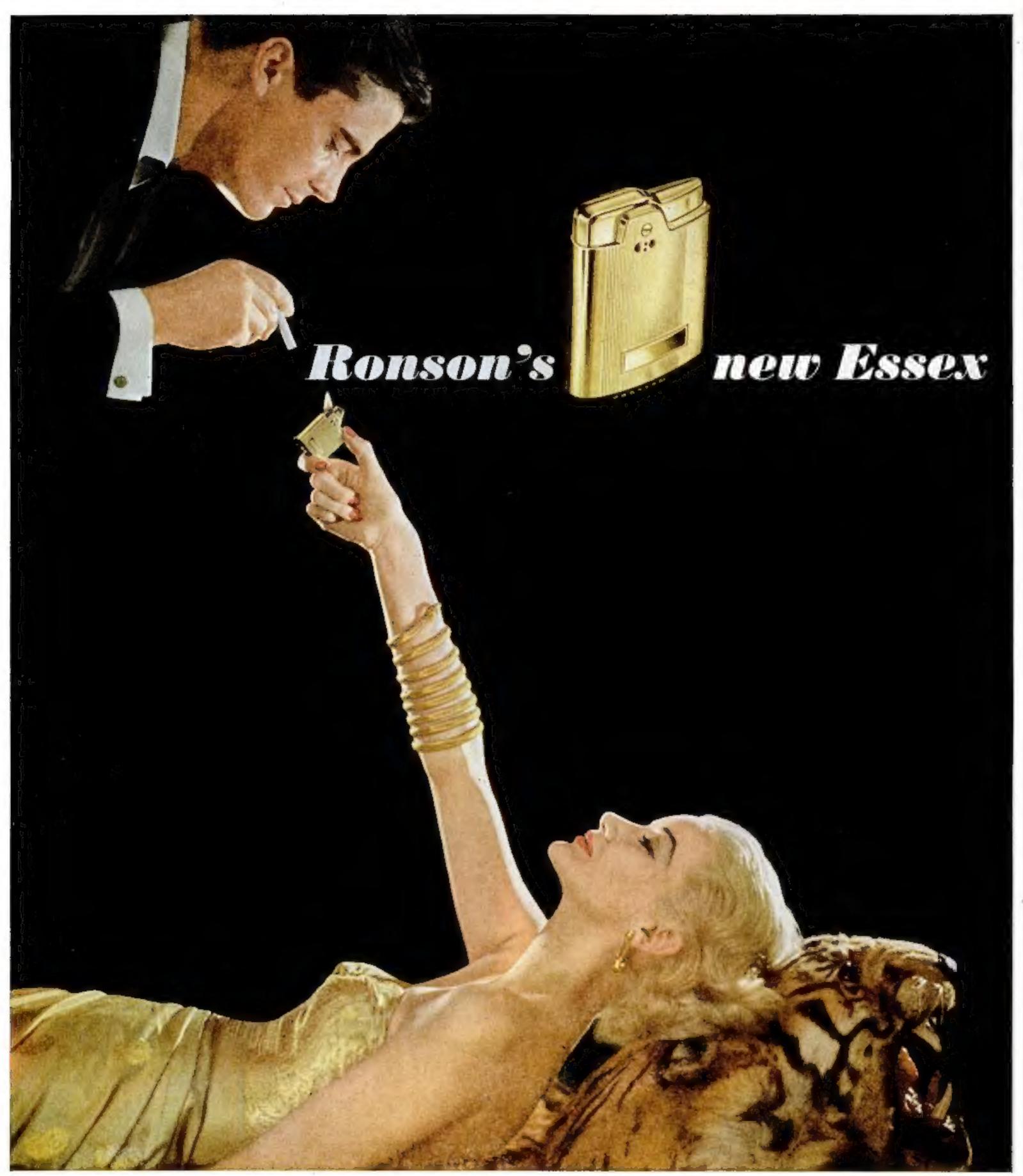
## Van Heusen Century Shirts

At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N. Y. 16, N. Y., Makers of Van Houses Baltis - Boots Baltis - Ties - Pajantas - Handkerchiets - Underwear - Swinsware



### Chocolate makes it good...Baker's makes it best





Here's the world's most luxurious lighter ... the gift so new it could never be given before! Twenty-four karat gold plate, designed with incredible elegance. For someone you don't mind impressing... no other gift can touch the Essex! 12.50\* Also in Jewelers Bronze, 8.50.

New! Exclusive easy-fill swivel base,

swings wide open for fast, spill-proof fuelings! Look for the name RONSON

world's greatest lighter.

#### YOU ARE INVITED TO ACCEPT A

# // Nembership

#### THE HERITAGE CLUB

NOW, and for a period of six months, you may TRY OUT this successful cooperative plan by which you obtain a unique collection of the world's classics, especially illustrated by the world's greatest artists, planned by the world's greatest book designers and well printed on fine papers for the same price as ordinary novels!

ment, just take a look at some of the books you have purchased during the past year. Now that you have read them, how many of them will you read again? How many of them could vanish from your home without being missed by you? How much more satisfaction will there be for you - if you can this year come into possession of books that you will want to read, and to read over and over again: of books so beautiful that you will take pride in having them in your home!

At this moment you are given the opportunity to do so, and it is an unusual opportunity too. For you are invited to accept a Trial Membership in The Heritage Club, which will cover a period of six months only. The directors of The Heritage Club have decided at this time to take in just one thousand new members; and on a trial basis.

HE MEMBERS of The Heritage Club regularly come into possession of those "classics which are our heritage from the past, in editions which will be the heritage of the future." They come into possession of books beautifully illustrated and beautifully designed, printed on papers chemically tested to assure a life of at least two centuries, then staunchly bound and boxed.

You may find this next statement hard to believe; but nevertheless it is true, and it seems a principal reason for the continuing success of this cooperative plan: the members obtain these books for the same price that they are called upon to pay for ordinary rental library books!

If you try this system, you will in the coming six months receive just six books, at a cost of only \$3.95 each-or only \$3.55 each if you pay for the books in advance! Then, when the members receive the Prospectus for the next annual Series, that Prospectus will go to you.

BEFORE YOU BEGIN to read this advertise- DURING your Trial Membership, you will receive The Complete Andersen: the only complete edition of Hans Christian Andersen's stories existing in the world, in any language; 165 stories put into a single enormous volume for the first time, translated by Jean Hersholt and illustrated in colors by Fritz Kredel; and Sister Carrie by Theodore Dreiser, profusely illustrated with drawings by the great American painter Reginald Marsh; and Doughty's "greatest of all travel-books," Travels in Arabia Deserta, with preface by T. E. Lawrence and on-the-spot illustrations by Edy Legrand; and The Mystery of Edwin Drood by Charles Dickens, meticulously edited by Vincent Starrett and with illustrations by Everett Shinn; and Goethe's The Story of Reynard the Fox, illustrated with engravings in wood by Fritz Eichenberg; and Swann's Way by Marcel Proust, illustrated with paintings by Bernard Lamotte.

Or, if for any reason you do not want to have one of these titles, you are permitted to make substitutions from a list of several dozen

Heritage books-in-print!

This Trial Membership is offered to you now because the directors of The Heritage Club confidently believe that you will find these books rich treasures for your home. Six of them, in the opinion of the directors, will' make you want to remain in the Club.

N EVER IN THE HISTORY of book publishing has a greater bargain than this been offered to wise buyers of books. The offer of a Trial Membership gives you the opportunity to put this statement to the test. Please fill out the coupon printed herewith and mail it to The Heritage Club promptly. You will then receive a handsome Prospectus which fully describes The Heritage Club's system and the books you will receive in the Trial Membership; and a Trial Membership will be reserved for you.



#### Reservation of Irial

#### To THE HERITAGE CLUB,

595 Madison Avenue, New York 22:

Please send me a copy of the Prospectus in which are described The Heritage Club's cooperative system of distribution and the books to be distributed to the Trial Members during the coming six months, I understand that you will in the meantime reserve a Trial Membership for me, awaiting my application.

NAME	PLEASE PRINT
ADDRESS	
CITY & STATE	L 196

#### TODAY...

#### YOUR SMARTEST CHOICE IN ADDING MACHINES



#### **LETTERS** TO THE EDITORS

PICK'S ORDEAL

Sirs:

"Vernon Pick's \$10 Million Ordeal" (LIFE, Nov. 1) will probably be the year's outstanding article in the mining field. It actually takes the reader through the trials and tribulations of the real prospector.

Though a tenderfoot to begin with, Pick was a miner's man, an exception to the rule. He had the common sense to figure that his golden opportunity lay beyond the areas where man could prospect from an automobile or horse, and he had the guts to go with his reasoning.

D. C. MILLER

National Prospector's Gazette Bellflower, Calif.

Sira:

To me, Pick typifies America: he's the minuteman, the frontier scout, the forty-niner-he's the man who has made this country great.

IRENE WEMPE

Los Angeles, Calif.

I know the man well enough to imagine with what godlike indifference he will wear his crown of fortune. The day Pick headed West in his panel truck we kidded each other about uranium. His nose was in the wind, sniffing for the stuff. But what he really had in mind was to do some photography essays and free-lance writing, When he kiddingly suggested I join him and we hunt uranium I could hardly resist. But I was practical, I played safe and stayed home.

CLARENCE JONK

Stillwater, Minn.

Sira:

Could you kindly tell me how much tax the government will take of the \$10 million?

Mas. J. C. Coffey

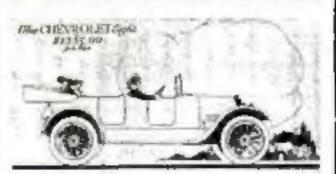
Brighton, Mass.

 The Federal Government will take a straight 26% capital gains tax, and the State will take 4%, leaving Mr. Pick about \$7 million.-ED.

#### FIRST NEW 1955 CARS

Sirs:

I do not understand why Chevrolet passed up an obvious advertising "gimmick" while introducing their new V-8 ("First Entirely New 1955 Cars," LIFE, Nov. 1). They built a V-8 in the years 1917, 1918 and 1919. Fortunately I own an original copy of the brochure entitled "A New and Greater Chevrolet" which introduced the 1917 Chevrolet V-8 to the world, I



discovered the above mint-condition copy in the glove compartment (in the door) of my 1917 "470" Chevrolet touring car.

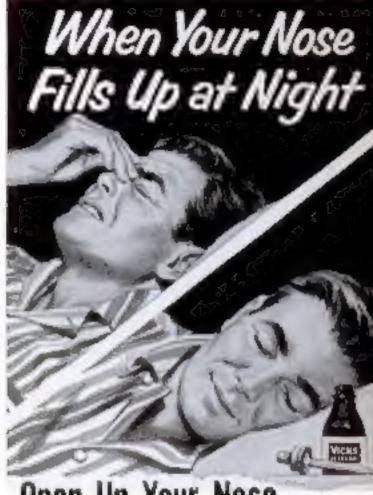
JOHN CLAPP

Bridgewater, Mass.

Sira:

Your colorful pictures were wonderful. But you say that the Chevvy has been a six since 1919. The first six-cylinder Chevvy appeared in 1929,

CONTINUED ON PAGE 1



Open Up Your Nose-Breathe Again -

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol Nose Drops! A few drops up each side of your nose, as directed in package, and . . . your nose opens in seconds! Use Vicks Va-tro-nol Nose Drops tonight! Breathe again! And so sleep again!

VICKS VA-TRO-NOL



Ease Pains of Headache. Neuralgia, with Quick Acting STANBACK ... Test STANBACK against any preparation you've ever



MIRACLE VALUE

#### Olympic

First to Break \$100!

Ideal second TV set for your home. See your nearest Olympic dealer for Miracle Value TV, radios, combinations and hi-fi, or write -

Olympic Radio & Television, Inc.

Olympic Building Long Island City 1, New York "My 'perfect health' turned into hospital bills I'd have been 10 years in paying!"

# "I'm sure glad I belong to BIUE CROSS!"



Says Ray A. Jackson, Woodshop Instructor, Concord, California



"Sunday the ambulance came and rushed me 20 miles to the hospital. I barely knew what was happening, Me—with never a serious illness in my life! In fact I'd thought this was only flu. When we arrived, my wife needed only to show my Blue Cross card at the hospital desk."



"Things went from bad to worse. 7 hours in the operating room took care of the main difficulty with my stomach, But then jaundice set in, with complications that called for more surgery. Shock followed that, and 1 spent 12 days in an oxygen tent. Nobody thought I'd make the grade."



"The 53rd day I left for home, webbly and 45 pounds lighter. Considering all the care I got, the hospital charges were a bargain—but tremendous nevertheless! Blue Cross certainly took over a heavy burden for me. The job Blue Cross does in a community can't be emphasized enough!"

Chances are 1 in 3 your family will have a hospital bill within the year! So join now with friends and neighbors who have banded together to protect themselves for pennies a day against hospital expenses...through membership in nonprofit Blue Cross.

To get well faster after a hospital stay, a person should be free of worry, not plagued with the thought of debts. Joining Blue Cross can provide the security you need. Today, 46 million Americans have this effective protection.

The hospital care you need! The primary aim of Blue Cross is to help you get required hospital care, rather than dollars. That means all the basic hospital services, plus many of the costly extras. On entering the hospital, you need only show your Blue Cross card. Details are handled directly with the hospital by Blue Cross. You don't even need to file a claim.

It costs you only a few cents a day to provide Blue Cross protection for your whole family, even though benefits might add up to thousands of dollars. The Blue Cross Plan in your community is sponsored by local citizens and the hospitals working together.

So both the costs and benefits are adjusted to fit local needs and conditions.

Blue Cross is strictly nonprofit. That is why it can provide such wide, realistic protection at such low cost. Every cent paid in, except for small administrative expenses, is set aside to pay for hospital care.

When you change jobs or retire, you may still keep your Blue Cross protection. It's easily arranged through your local Blue Cross Plan. Of course, frequent use of Blue Cross benefits will never cause you as an individual to be dropped.

The protection families need most—that's what Blue Cross provides. Last year alone, Blue Cross paid for \$665,000,000 in actual hospital services. Here is today's best-proved safeguard against the burden of unpredictable hospital expenses.

How to join. Ask your employer about it, Or get

in touch with the local office listed in your phone book under Blue Cross. Rural families in many states can join through farm organizations. You may also get details by writing Blue Cross Commission, Dept. 115, 425 N. Michigan Ave., Chicago 11, Illinois.

#### To help you meet doctor expenses there's BLUE SHIELD

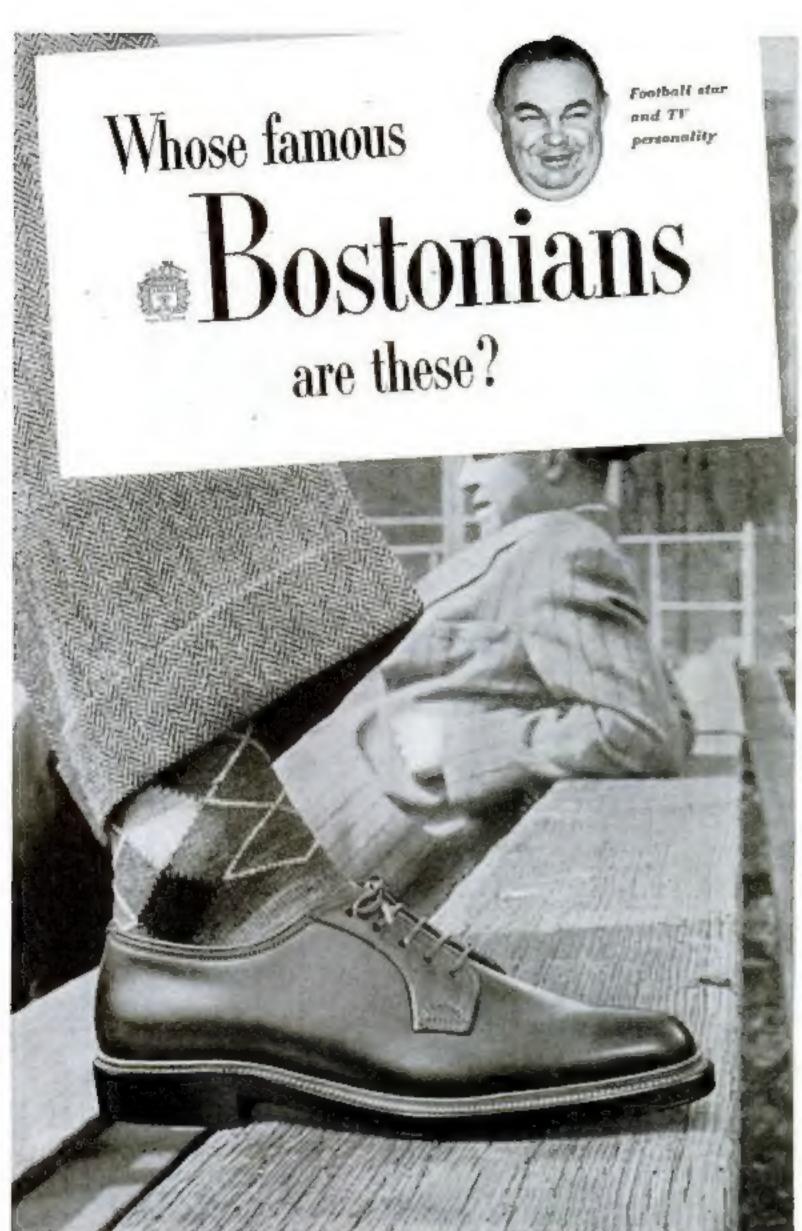
In some general hospitals, 7 out of 10 patients require surgery. Generous amounts are paid by Blue Shield on hundreds of surgical services, and for medical and maternity care. Sponsored by doctors and other citizens, Blue Shield is nonprofit, low in cost.



#### BLUE CROSS.

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THE ONLY ORGANIZATION FOR
PREPAYMENT OF HOSPITAL
CARE OFFICIALLY APPROVED
BY THE AMERICAN
HOSPITAL ASSOCIATION.

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#2014—Bostonian MARSHALL, Genuine Burgundy Shell Cordovan, Full Leather Lined, Super-Flexible Construction.

# Shoe Forecast: fair and warmer in your staunch Winterproofs

Genuine Shell Cordovan is virtually indestructible, stays sleek and slick in slush and sleet. And Pedigreet Grains thrive when temperatures nose-dive. So you're wise to rely on BOSTONIAN for comfortable Winterproof shoes. Football-and-TV star HERMAN HICKMAN did likewise, went for the Winterproofs you see here. Most styles \$16.95 to \$24.95

The man who sells Bostonians is making friends for life



#### LETTERS TO THE EDITORS

CONTINUED .

leaving behind a famous four cylinder that many of us shall never forget.

M. L. Young

Philadelphia, Pa.

• Chevrolet was a four cylinder car from 1914 to 1928. But the '29 six was not Chevrolet's first. Chevrolet had a six during its first three years, 1912 through 1914.—ED.

#### BABY'S HEART MENDED

Sirs

Your article, "A Baby's Heart Is Mended" (LIFE, Nov. 1), naturally interests me since our own baby's heart was mended in the very same manner by the same team of doctors just two weeks before Marsha Cilliam's surgery. Here is a picture your photographer made of my daughter



and me—encouraging Mr. Gilliam just before the operation on his daughter.

We are happy to be home now and our Carol Jean has shown much progress. We are deeply indebted to her great-uncle, Mr. Ed Tintes of St. Paul, who volunteered to set as her blood donor. He risked his life because his rare blood type matched hers.

MRS. EDWARD R. LORENZ Beach, N. Dak.

#### LIFE'S PARTY

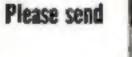
Sirs:

Many thanks for your article on the greatest little university in the world, Queen's University of Kingston, Ontario ("LIFE Goes to a Victory Celebration," LIFE, Nov. 1). However, I think if you consult one of the Golden Gaels you will find that "Cha gheil" doesn't mean "hold that line!"

PVT. J. T. BURRIDGE Fort Sill, Okla.

• The complete yell is: Oil thigh na Banrighinn gu-brath/ Cha gheil! Cha gheil! Cha gheil! which, translated literally, is "The College of the Queen forever/ Won't yield! Won't yield! Won't yield!"—ED.

CONTINUED ON PAGE 10





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seed stores, florists, or postpaid from Plantabbs Corp., Dept. LL, Baltimore I, Md,

FULTON'S

CANTIADDO



Wet clothes . . . wet or cold feet . . . sudden changes of temperature, and drafts . . . all are contributing factors in catching cold. They often lower body resistance so that germs, called the "secondary invaders," can break through throat tissues and cause trouble.

**TESTS SHOW** 

# FEWER COLDS... FEWER SORE THROATS FOR LISTERINE ANTISEPTIC USERS!

Yes, research conducted over a 12-year period tevealed that regular twice-a-day users of Listerine Antiseptic had fewer and generally milder colds, and fewer sore throats, than non-users.

And personal experience impressively adds this:

#### Kills Germs on Throat Surfaces

Listerine Antiseptic, used at the first symptom of trouble, can often help head off a cold or sore throat due to a cold or lessen its severity.

That is because Listerine Antiseptic treats these infections as infections should be treated . . . with safe, germ-killing action.

Listerine reaches way back on throat surfaces to kill millions of germs, including the "secondary invaders" (see panel at right) that can contribute so much to the misery of colds.

#### Germs Reduced 96.7%

When you gargle Listerine, research shows germ reductions on mouth and throat surfaces ranging

up to 96.7% fifteen minutes after gargling . . . and up to 80% even after one hour.

So, no matter what else you do, guard against trouble with the daily Listerine routine, and, at the first sign of a sneeze or cough, increase the frequency of the gargle.



A Product of The Lambert Company

Kills germs like these way back on throat surfaces

(1) Preprincenceus Type III. (2) Nemophilus influenzas, (3) Streptococcus pyagenes, (4) Passumococcus Type II. (5) Streptococcus salivarius

These, and other "secondary invaders," as well as germ-types not shown, can be quickly reduced in number by the Listerine Antiseptic gargle.

Every week on Television "THE ADVENTURES OF OZZIE & HARRIET"

Choose the gift

that combines



good sense and sentiment...

#### The ANSCO **REGENT 35mm CAMERA**



#### Now only \$5450 at leading dealers'

Here's a gift that conveys an especially warm Christmas greeting. What's more, each time it's used throughout the year, the picturetaking pleasure it gives will remind someone of your thoughtfulness. Yes, the Ansco Regent makes a memorable gift...yet its price is surprisingly modest . . .

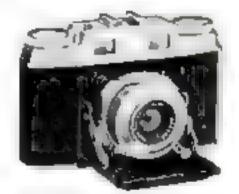
#### PRECISION FEATURES MEAN TOP PERFORMANCE

- Sharper 13 5 lens, superb for black-andwhite and color
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- ╆ Built-in self timer lets photographer take his own picture
- Double exposure prevention avoids disoppointments
- 🛨 All-metal and genuine leather construction

#### THREE OTHER BRILLIANT GIFT SELECTIONS SEE THESE THREE GREAT ANSCO 35mm CAMERAS FROM \$39.50 TO \$125.00



ANSCO MEMAR \$39.50



ANSCO SUPER REGENT \$87.50



ANSCO KAROMAT F2.0 \$125.00

### ANSCO

Binghamton, N. Y. A Div. of Gen. Aniline & Film Corp. "From Research to Reality."

#### **LETTERS** TO THE EDITORS

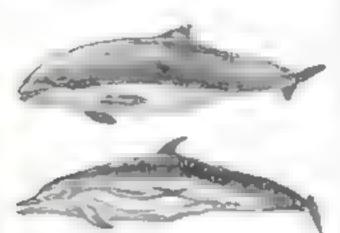
HAUL FOR FISHBOWL

Sirs:

Are not the animals in the story "Haul for Biggest Fishbowl" (LIFE, Nov. 1) which you call porpoises actually dolphins? Porpoises do not have a beak, but rather a blunt, rounded head. Otherwise they are much the same animal as the dolphin.

NORMAN H. VELJE

Lees ourg. Ind.



#### PORPOISE (TOP) AND DOLPHIN

 Technically they are dolphins, but LIFE used the more common term, porpoises, as do Florida's Marine Studios and California's oceanвишт —ЕД.

#### **HUMAN CHAIN HUNTS BOY**

Sire:

You gave a very touching account of the search for the Enget boy ("Human Chain Hunts Lost Boy," LIPE, Nov. 1) who was lost from his family farm home near Powers Lake, N. Dak., but you didn't say whether the boy has been found or the search given up E. H. HARRISON

Clarksville, Tenn.

 Hundreds of people continued searching for LaVern Enget until a seven-inch snowfall on Oct. 24 covered the prairie and ended all hope that LaVern could live outdoors. His family now hopes that he may have been kidnaped.-ED.

#### SMOG IN LOS ANGELES

Surs

Your article on California's amon ("Blight on the Land of Sunshine," LIFE, Nov. 1) was wonderful. Such articles may put a little something under the seats of some people here in L.A. and force them to do something about this death-dealing smog.

ALICE SMITE

Burbank, Calif.

CONTINUED ON PAGE 12

Flows which all arrespondence more day UFFs editorial and advertising contents to LIFE, 9 Rockeleder Plaza, New York 20, N Y.

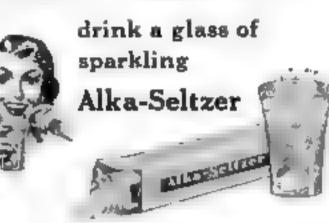
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#### **HEADACHE!**



The next time you have

a headache... soon you get

that feel better feeling.

For a speedy gentle way to soothe away your headache,





MILES LANGRATORIES, INC., ELKHART, IND.

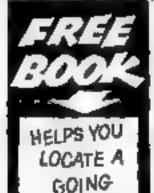


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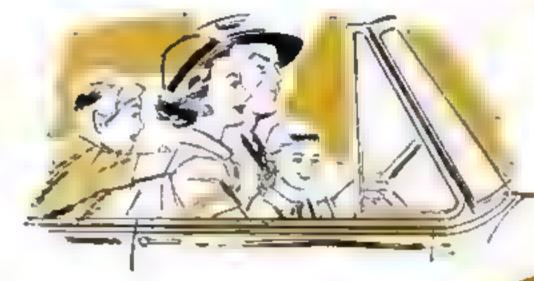
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day

another family



buys a car



on

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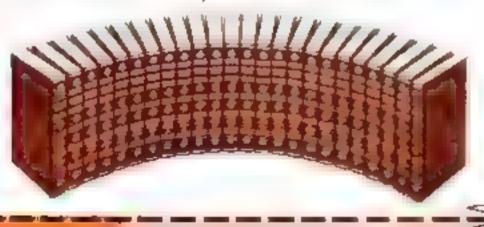
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#### LETTERS TO THE EDITORS

CONTINUED -

Stra:

The "madequately menned air pollution control district" you mention, whose "recommendations have proven ineffective," has so far completed all research needed for control, is responsible for 900 tons of amoke, dust, fumes, gases and vapors being kept from the air duily. We expect all industry, including oil refineries, to be controlled by summer.

The Los Angeles County Air Pollution Control District is now leading the world toward control of unburned pasoline vapor from the automobile exhaust, the last remaining problem for Los Angeles.

MARTIN A. BROWER
Air Pollution Control District
Los Angeles, Calif.

• The Control District has cut down the impurities in L.A.'s air and is experimenting with a device which attaches to automobile exhausts and burns incompletely oxidized engine gases. Nevertheless, Los Angeles still has smog.—ED.

Sirs,

As a cartoonist I couldn't belp myself (see below) when I read "Blight on the Land of Sunshine" and "Astral Adventurers" in the Nov. 1 LIFE. FRANK MACK

Newton, Conn.



"MARS ?-- DON'T BE ABBURD !-- T'N FROM L.A."

#### **ASTRAL ADVENTURERS**

Sirs:

I can't figure out whether you treat the visit of the Martians to France ("Astral Adventurers," Lips, Nov. 1) as a joke, a boax, or what. Have your reporters or staff attempted to verify any of these incidents?

What is your stand on this?

LOUIS SAHFRAN

·----

Chicago, Ill.

Sirs:

Why ration your readers so soverely and merely hint at the big news? If these space men used English and French, exactly what did they say? Did they have teeth? What color were their eyes?

JAMES K. ALLEN

Dorchester, Mass.

One replied to a road repairman's "Bonjour" with "I'll be seeing you." Presumably he spoke French, since that is the only language the repairman understands. Another visitor asked for a light. There has been no report of teeth although one had a mustache. Eyes, varying from one to three, are reported "brilliant."—ED.



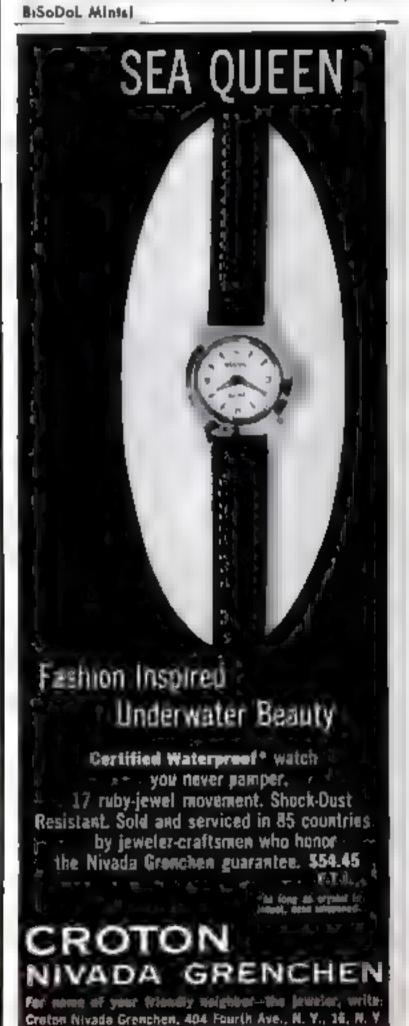
the way thousands of physicians and dentists recommend.

HERE'S WHY... Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from poin of headache, neurolgia, neuritis than Anacin tablets. Buy Anacin tadayi

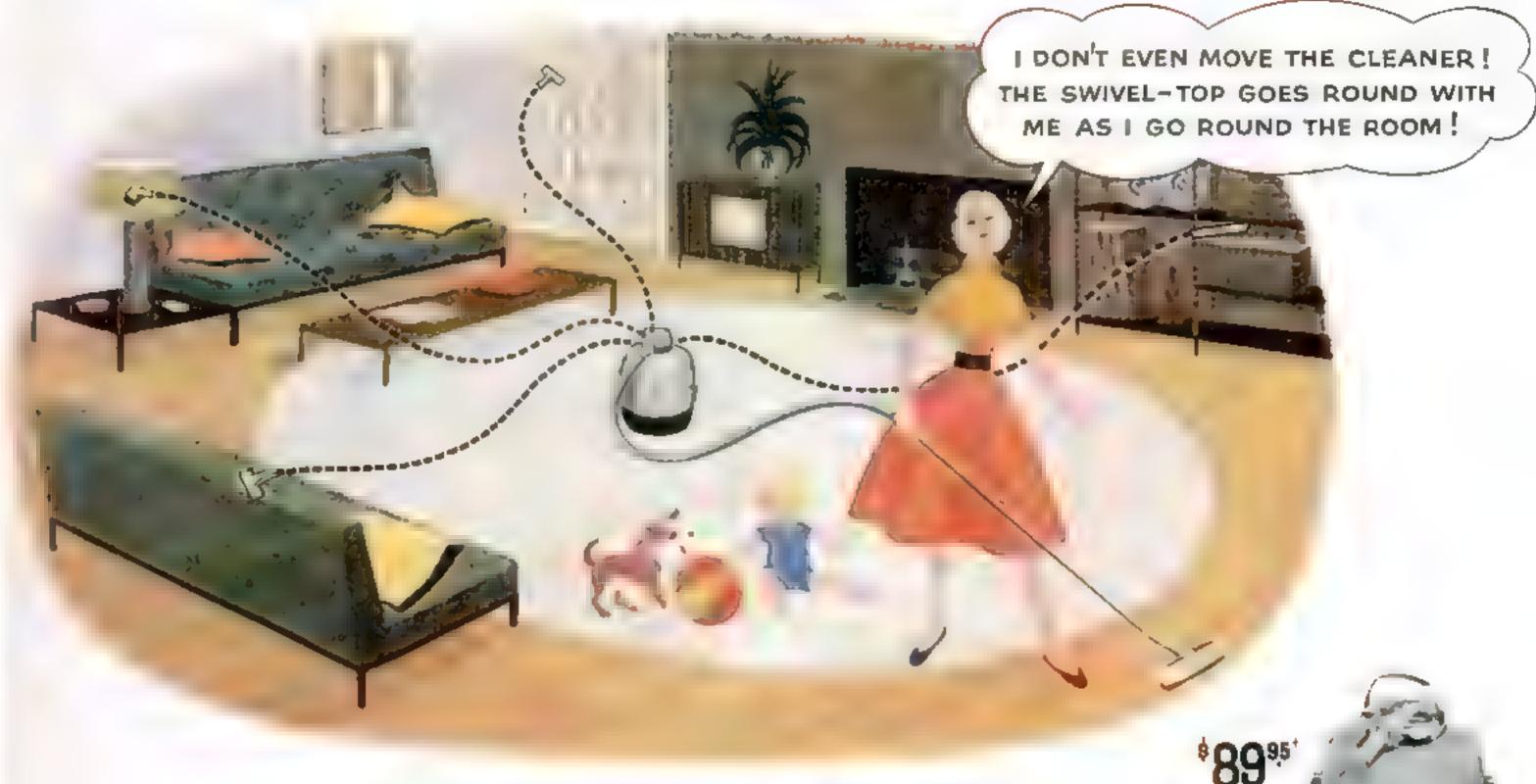
#### NEW MINTS Medically Outerly RID STOMACH

The very instant they reach your stamach these new mints

your stomach these new mints
go to work—tid your stomach of painful excess
acid fast! That's because new BISaDoL® Mints
contain incredibly fast BiSaDoL medication—the
kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely an condycounter remedies that are over half plain sugar!
Feel wonderful fast with new, medically-proven



# Clean the G-E "Reach-Easy" Way!



Never before has house cleaning been this simple . . . this easy, thanks to G.E.'s famous "Reach-easy" cleaning!

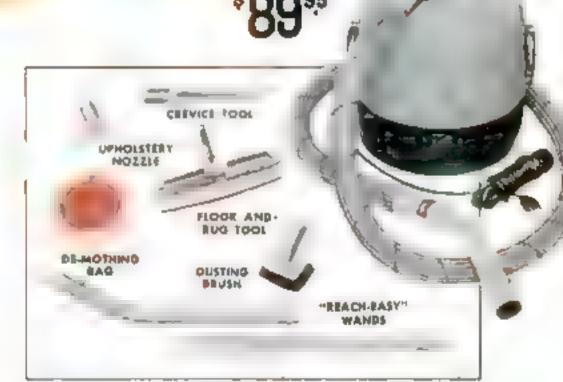
You leave this cleaner in the center of an average-size room and never move it once! The amazing Swivel-top goes around with you as you clean rugs, floors, walls, draperies, bookcases, lamp shades! No more pulling, lugging, tugging!

And you get strong, steady cleaning power... the largest "Throw-Away" Bag made... and a cleaner built to last because it's built by G.E.! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



SWIVEL-TOP CLEANER

Model C-2



Manufacturer's suggested retail price, new 1954 model.

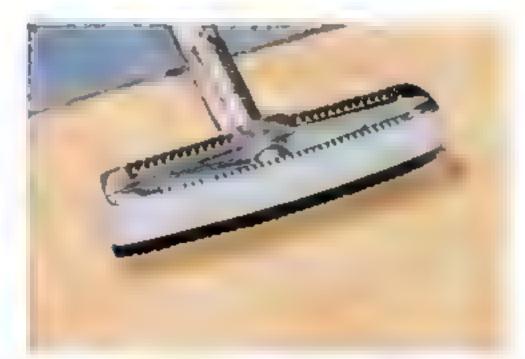
#### New 2-in-1 Rug Attachment Makes G-E "Reach-easy" Cleaning Even Easier!







LIFT, IT TURNS ITSELF OVER ...:



IT CLEANS FLOORS

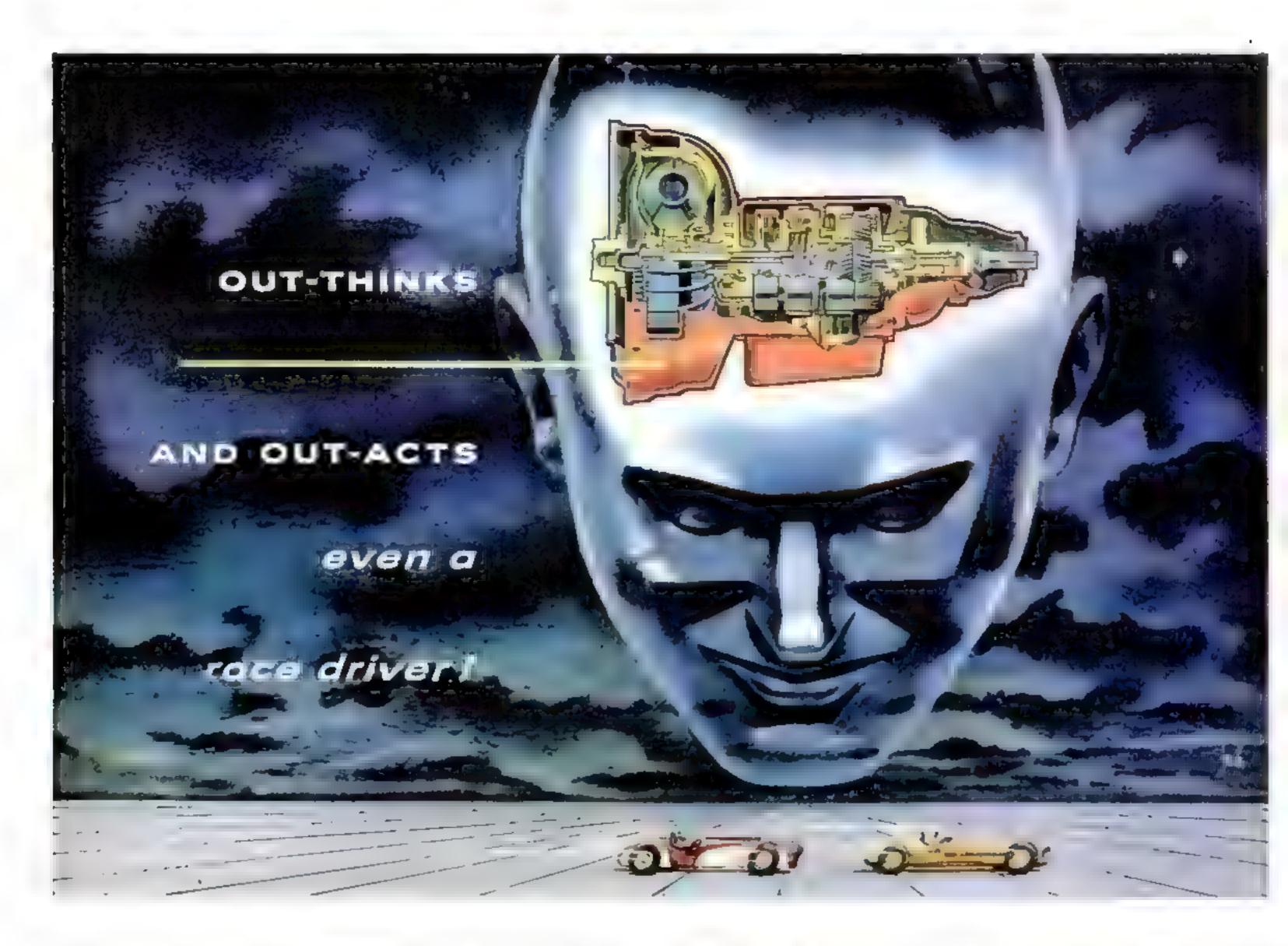
No more fuse changing from rug tool to floor tool... because this new attachment is both! You clean your rug with a powerful tool that even gets up "deep-below-the-nap" dirt. Then lift, it turns itself over and... you clean your floors with a powerful tool that even gets up "deep-in-the-cracks" dirt! And, remember, only G.E. gives you this new timesaving and worksaving attachment!

Progress Is Our Most Important Product



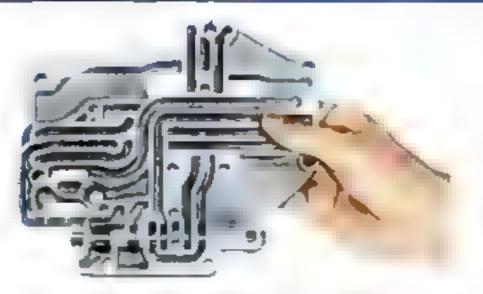


ELECTRIC



### B-W AUTOMATIC TRANSMISSIONS

(fastest growing automatic drives in America today!)



Looks like a child's puxzle, but this maze of channels is the brain box that directs the silent shifting in B-W Automatic Transmissions. Oil, flowing through the passages, opens and closes valves to change speed ranges on the split second. B-W drives are offered on cars and trucks.

id. B-W drives are offered on cars and trucks.

They never miss! B-W Automatic Transmissions "sense" the exact moment to shift—and act instantly. Even the most experienced driver can't match such precision.

You hardly bear or even feel this happen. You only come to realize it as you're swept from standstill to full cruise on one smooth, unbroken flow of power. No noise or laboring mars your pleasure. There's no excessive heating. 13 driving motions are eliminated.

Wherever you drive, a B-W Automatic Transmission makes an important difference. Uphill, it matches power to the grade ... downhill, it lets the engine brake effectively. For fast passing, it makes a super power range instantly available. Rocking out of mud or snow is made far easier.

In every way, these B-W automatic drives offer more—including pleasing gas economy. Lasting, trouble-free performance is built in by Borg-Warner, whose aim is "design it better—make it better."

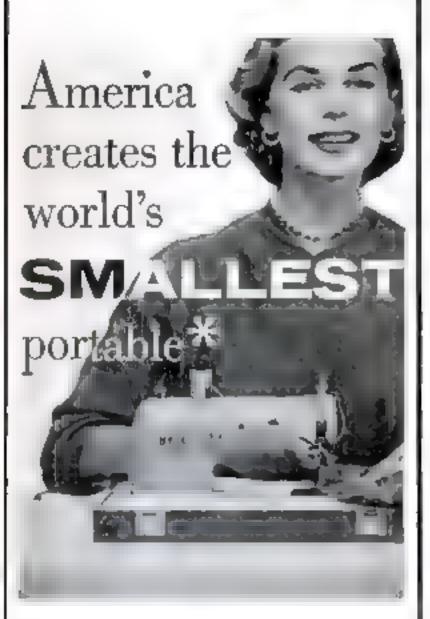
More than a million motorcar owners are enjoying today's finest driving with B-W Automatic Transmissions. Why don't you, too—in the next car you buy?





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AMERICA'S FOREMOST MAKER OF TRANSMISSIONS: STANDARD, OVERDRIVE, AND AUTOMATIC



Sews At last, you can own a real portable—just 4½ pounds anything so light you can carry it anywhere, so compact it fits in your dresser drawer! Yet,

the amazing Bell Portable will sew anything from sheerest nylon (without puckering) to heaviest fabric—even leather!
Keeps you ahead of your darning and
mending, too, with Bell's unique free-arm.
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attachments and (like all Bell products)
carries a written lifetime guarantee.

All for just
Sold and Serviced Gasse-29-Cents

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And the world's most practical Christmas gift, too.

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Sew Big For So Little Through

Bell Engineering and Research

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ADDRESS	
CITY	STATE

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# The "Inside" Story of Fabulous Playtex Girdles!



The one and only Girdle with

figure-molding latex outside...

kitten-soft fabric inside...and not a

single stitch, seam or bone anywhere!



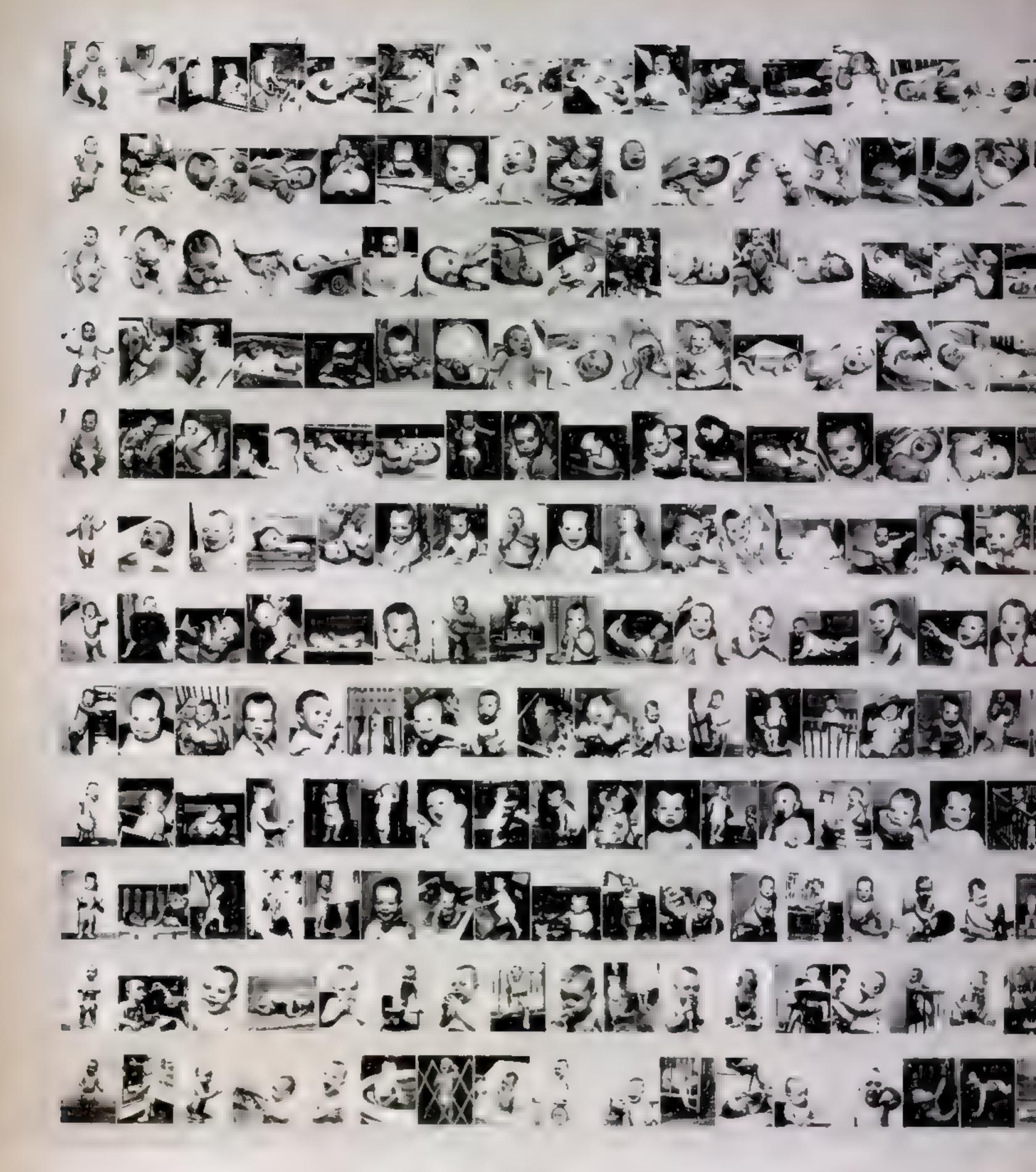
P.S. You'll love the new PLAYTEX Living BRA! It's "custom-contouted" of clastic and nylon to flatter, feel and fit as if Jashioned for you alone! Only \$3.95

\*U.S.A. mat Foreign Patents Propring

No other girdles whittle away so many inches, yet feel so comfortable! Only Playtex® has the slimming power of latex outside plus the comfort of kitten-soft fabric inside. Washes in seconds and you can practically watch it dry. Freedom-giving Playtex Girdles control those "Calorie-Curves"... give you that slimmer-trimmer look, no matter what your size!

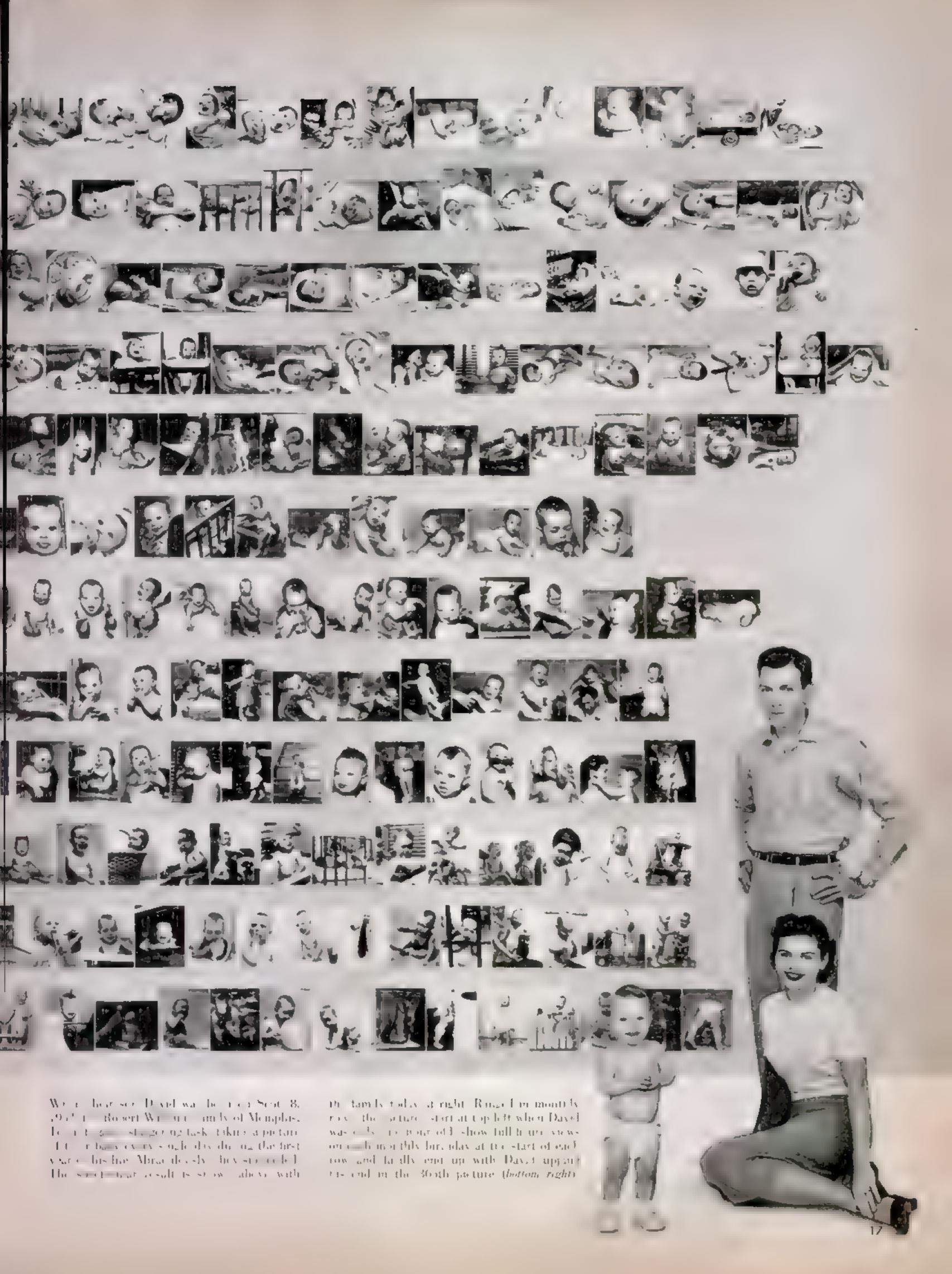
PLAYTEX Sabric lined Girdles & Briefs... from \$4.95 Known everywhere as the girdle in the \$1M tube at department stores and better specialty shops.

© 1954 International Latex Corporation . . . PLAYTEX PARK . . . Dover Del., In Canada: Playtex Ltd. . . . PLAYTEX PARK . . . Amprior, Ont.



### SPEAKING OF PICTURES

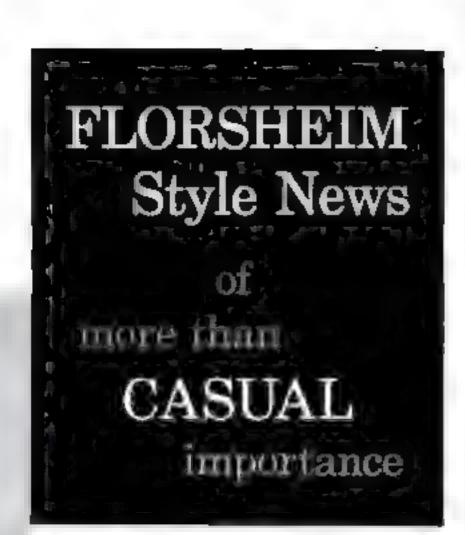
In 365 shots parents show new baby every day for a year



#### A GRIN FOR NUMBER 366



ON FIRST BIRTHDAY David took a last look at his father's camera. Williams, a new-spaper photographer, has not taken a snapshot of his son since.



Created originally
as a lessure-time shoe.
the Florsheim
tassel slip-on
has taken its rightful place
in the day-long
atyle picture—equally
correct for dress or business;
at home with
sport coat
or dinner jacket.



The Florsheim Shoe Company . Chicago 6 . Makers of fine shoes for men and women



#### Contemporary motor cars by CHRYSLER CORPORATION

On the following pages you will get your first glimpse of the forward look in motor cars — fresh new answers to the things you've been asking automobile makers to bring youl

Here is all-new styling—new from frame to roof . . . with new lowness and new length. Feel the sense of motion these cars give you even when they are standing still! Sit in the driver's seat, enjoy an airplane pilot's view of the road . . . for the bold, New-Horizon swept-back windshield moves forward with the car's lines!

Enjoy the new convenience of the PowerFlite Range Selector on the instrument panel... one of the many examples of designing that keeps you in mind

See and drive these cars, now on display at your dealers. You'll discover a remarkable achievement in "fashion-right engineering" . . . combining the superlative performance you've come to expect from Chrysler Corporation cars . . . with an exciting new and wholly contemporary beauty—THE FORWARD LOOK.

1955 PLYMOUTH . DODGE . DESOTO . CHRYSLER . IMPERIAL



#### SOMETHING FRESH AND WONDERFUL!

Biggest car of the

new Metal-in-Motion Styling.... The all-new Plymouth is the car to measure against

ALL-NEW

On display at all Plymouth dealers..



Unretouched photograph of Plymouth Belvedere 4-Door Sedan . Enjoy "That's My Boy," "Shower of Stors," and "Climax!" on CBS-TV

ow-price 3....A completely new car...powerful new V-8 and 6 engines...new chassis...

his year of all years, look at all 3. When you do, you'll change to Plymouth!

# PLYMOUTH 355

oday, see and drive this great new car for the YOUNG IN HEART



Flair-fashioned ... and alive with beauty

# new'55 DODGE flashes



# ahead in style!

You will know, from your very first glimpse of its sleek silhouette, that here is a car of a hundred surprises:

A car that gives you a new outlook on the world through its swept-back New Horizon windshield . . . not just wrap-around, but full wrap-around, both bottom and top.

A car that captures the flair of the future in taut, eager lines.

A car that sweeps you forward at the command of Flite Control, bringing new magic to PowerFlite automatic driving.

A car of many innovations: Tubeless tires . . . windows and seats that respond to a touch of your fingertips . . . an aircraft-type V-8 engine that rules the road.

You can expect the unexpected in the flair-fashioned '55 Dodge . . . on display now!

THE FORWARD LOOK: New Dodge Custom Royal V-8 4-Door Sedan in Cameo Red over Sapphire White



TAKE COMMAND ... GET THE THRILL FIRST-HAND

# 1955 DESOTO STYLED



### The new forward look

De Soto hits a new fashion high in modern body styling. Barely five feet high, the De Soto for '55 is longer, wider, and lower than ever before. Note the forward-looking freshness in every curving line. Styled for tomorrow, the new De Soto creates a "first" in modern cars. Truly a car that will stay in style as long as you drive it.

Have you favorite colors? Choose from fifty-five combinations of vigorous reds, frosty blues, greens, an artist's range of pastels.

Look again! See that curved New Horizon wrap-around windshield with its smart new Sun Cap. It is swept back to give you 20 per cent

more glass area for maximum visibility. You see as never before, without distortion . . . drive with new confidence and safety.

### New elegance, new interiors

Swing open the door of this superb new car. Subtle luxury, new accents of elegance await you.

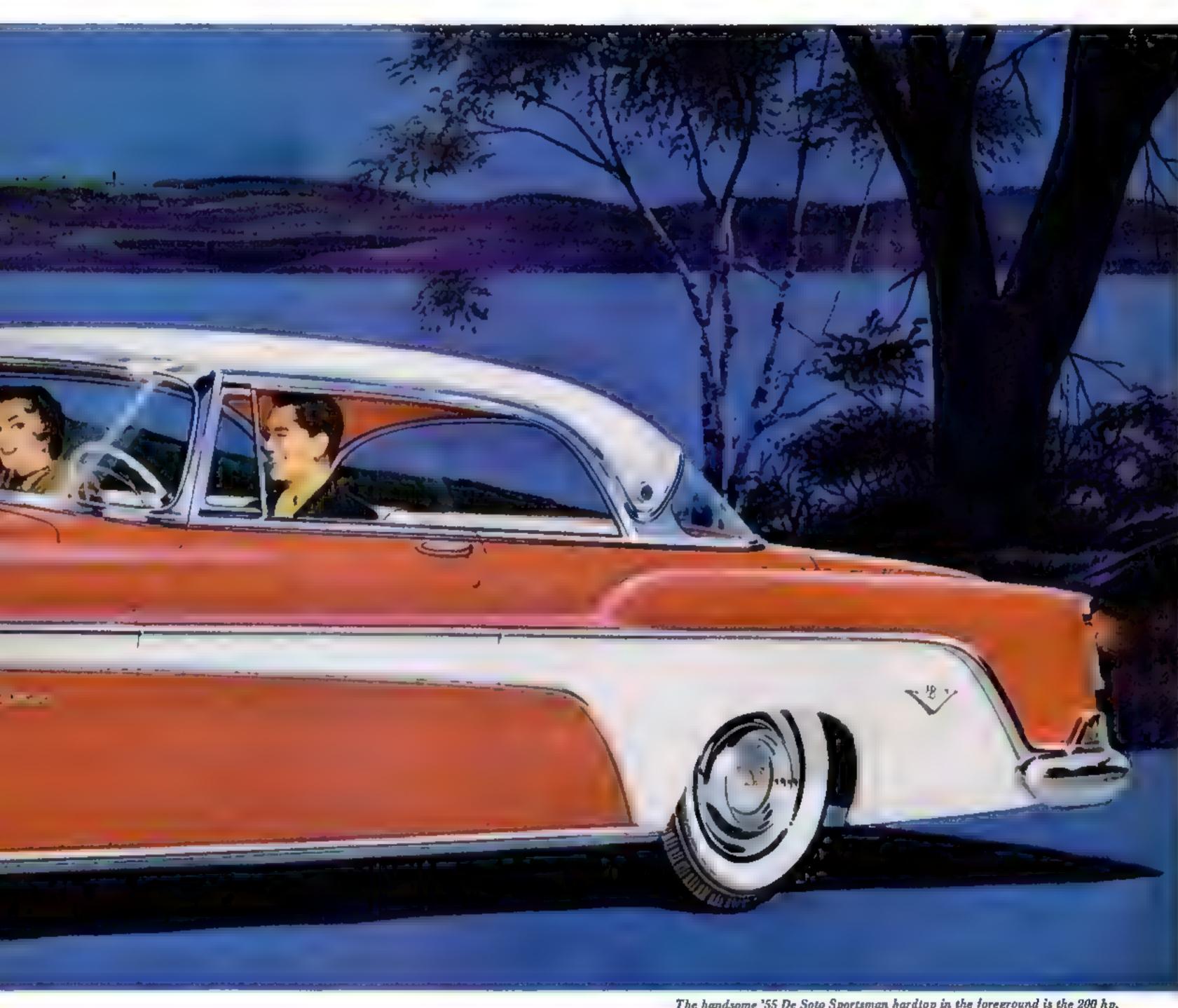
Exquisite fabrics and glamorous bues are gently contrasted with sparkling metal trims. Silky nylons, new sculptured weaves, genuine leathers, sponge-rubber-backed nylon carpets! Each color combination is harmoniously created to enhance De Soto's fresh new look.

## FOR TOMORROW!

TWO MIGHTY V-8's!

The famous FIREDOME at a new low price—185 hp.

And the fabulous FIREFLITE, a brand-new 200 hp. series



The handsome '55 De Soto Sportsman hardtop in the foreground is the 200 hp. Fireflite. Proudly showing its style on the hill is the 185 hp. Firedome sedan,

Drive the new De Soto! You'll find it wondrously easy to handle . . . with every control located for utmost convenience. Moved out of your way to the dash is the new Flite control shift lever. And the new pendulum-type brake pedal is suspended from above for fast, easy action. It's much wider, too—so you can brake with either foot.

# A new V-8 at a lower price

Here's more welcome news! The new Firedome series comes to you at a new, lower price. At the same time, this beauty of a car packs extra horsepower . . . now 185 hp., to be exact. New this year, also,

is the fabulous Fireflite . . . De Soto's 200 hp. V-8 luxury series.

De Soto leads, too, in automatic features. You can have a car that does almost everything except decide where to drive! Optional equipment includes Full-Time Power Steering, Feather-Touch Power Brakes, Four-Way-Power Front Seat, and Air Conditioning.

# DESOTO STYLED FOR TOMORROW



#### ANNOUNCING

# CHRYSLER FOR 1955

WITH THE NEW 100-MILLION-DOLLAR LOOK



#### HERE YOU SEE THE MOST EAGERLY AWAITED NEW MOTOR CAR FASHION IN A GENERATION

The 1955 Chrysler is a totally new car. Every line, every feature, every detail of this magnificent automobile is wholly new and dramatically different.

Long and eager, it has a marvelously lean, sweeping silhouette such as no other car you've ever seen. Clean, uncluttered . . . lower and longer than other big cars!

With its new 100-Million-Do lar Look, this glamorous Chrysler is designed for America's smartest motorists. For here is a car that is superbly well-dressed always . . . over-dressed never. Here is a car that tells the world that you are not only a person of consequence, but also a person of great good taste and discernment,

#### EVERY CHRYSLER ENGINE NOW A V-8UP TO 250 HP, WORLD'S MOST ADVANCED

Chryster's world-famous engineering also brings you PowerFlite, most automatic transmission of all... with the unique new Power-Flite Range Selector on the dash, which completely outmodes conventional levers on the steering column. Chrysler brings you new Full-Time coaxial Power Steering and double-width pedal Power Brakes, "New Horizon" Super-Scenic windshield with Sun Cap visor, new Twin-Tower tail lights, new, massive divided grille, new wheel covers and new tubeless tires — all new and all yours in the 1955 Chrysler!

See it at your Chrysler dealer's. See why, now more than ever, the power of leadership is yours in a Chrysler.

#### AMERICA'S MOST SMARTLY DIFFERENT CAR





#### ANNOUNCING

THE CAR THAT REVEALS
THE WORLD'S NEWEST THINKING

Imperial by Chrysler embodies a brilliant and wholly new automotive design for 1955.

Nearly nineteen feet of incomparable sweep and grace, it has a fidelity of line never before achieved in a motor car.

Even the distinctive gun-sight tail-lights — riding free and clear above the fenders — set you apart from anyone else on the highway.

When you drive this impeccable beauty, you'll find magic response to your every whim — a response no other instrument can give you.

With its mighty FirePower V-8 engine, you enjoy undisputed highway supremacy.

To consider the purchase of an Imperial is in itself an experience of both pleasure and pride. And to own an Imperial is to begin the most rewarding period of your automotive life!

Your Chrysler dealer proudly invites you to make an Imperial appointment.

THE FINEST CAR AMERICA
HAS YET PRODUCED

### 1955 INPERIAL

THE FORWARD LOOK

#### When you see THE FORWARD LOOK ... in person

... you will know that these cars are made for YOU!

On the preceding pages, you have seen and read about Chrysler Corporation's all-new styling concept . . . THE FORWARD LOOK. This remarkable achievement in "fashion right engineering" combines the matchless performance of Chrysler Corporation's cars with an exciting, wholly contemporary, new design.

Why not see for yourself what THE FORWARD LOOK offers you?

Visit your dealer now, and see and drive the all-new 1955

Plymouth, Dodge, De Soto, Chrysler, Imperial!

THE FORWARD LOOK is the reason you'll say, "Now is the time for a change to a Chrysler Corporation carl"

# Here are some of the new and wonderful things you will find and enjoy in the 1955 cars from CHRYSLER CORPORATION



**LENGTH**, LOWNESS. See how the body metal seems to be *stretched* into place, accenting the sleek, eager low lines and the sense of forward motion—even when the curs are standing still.



and meept back! Notice how low hoods and graceful airplane type side-posts give you unparalleled visibility and add to the forward sease of the ear



BROAD REAR DECKS. The broad, beautiful rear decks of these cars distinctively identify them the moment you see them. Low, wide and clean-lined, they move swiftly away from the road behind.



LUXURIOUS ALL-NEW INTERIORS. In flawless good taste, they use many rich new fabrics: Lurex thread cloth, quilted Jacquards, random weave nylons and others . . . color-keyed to the smart exteriors



**POWERFLITE RANGE SELECTOR.** You'll be surprised to see this drive selector on your instrument panel, where it belongs, for convenient instant control of the most automatic driving of all.

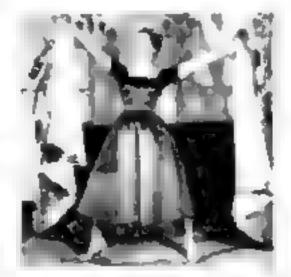


CENTERPOISED BRAKE PEDAL. One example of the many new mechanical ideas and conveniences you'll find in these all new cars. See them soon! Get the whole exciting new story in person!



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LIFE BIRTHDAY BOYS MILLER AND WILLIAMS AND JUDY IN HER \$150 CREATION

## IMPROVISATIONS ON A HAPPY BIRTHDAY THEME

LIFE's 18th birthday anniversary this week might easily have gone quite unnoticed if the following reminder hadn't come in from Clay Miller Jr. of Spencer, W. Va.: "Do you realize that LIFE is old enough to go to college? My son Clay III (above, left) and you were born on the same day, Nov. 23, 1936, and he just entered West Virginia University this fall. How do you feel?"

Busy. This is the biggest issue of Life so far this year. But while wishing Buddy Miller of Spencer many happy returns of our joint birthday we noticed an interesting improvisation on this birthday theme, involving another kind of birthday baby (above, and pp. 16-18). And still another improvisation, revolving about Life's cover story this week, turned up just as we went to press.

While Judy Holliday (see cover) was rehearing her TV

spectacular (see pp. 113-118), Photographer Mark Shaw was desperately running through NBC costumes to find one suitable for a cover picture. He finally chose a red one, but Reporter Alice Thompson objected to the sleeves. "Can't we cut 'em off?" suggested Shaw. Minutes later a Holliday howl arose: "Hey, what are you doing! That's my dress!" as she rushed, too late, to save the sleeves of the dress she personally paid \$150 for—and thereafter wore in the show. In part reparation for this unwonted improvisation, a Life artist drew them back in (above) for readers to compare with the cover.

Getting back to birthdays, LIFE starts its 19th year next week with the first of three articles by Lieut. Colonel Yuri Rastvorov, one of the most important Soviet agents to defect to the West in recent years, who gives an MVD man's intimate story of the recent tumultuous times in the U.S.S.R.

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SERV CE PRESSE INFORMATION: U.P.

44. 45 DEAMINGS BY ARTHUR SHILSTONE

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ABBREVIATIONS BUT BOTTOM & COPYRIGHT: EXC. EXCEPT LT., LEFT BT., RIGHT: T., TOP: B.S. BLACK STAR: UNT., INTERNATIONAL, K.P.A., KEYSTONE PRESS AGENCY U.F. UNITED sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified,

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161- MERBERT ORTH
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200-2014 CENTURY FOR 202 THROUGH 207-BURTON GLINN FROM MAGNUM 200-MAX ENLERT

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# More power with less weight makes \$19.50\* G-E Portable ideal for all household mixing

Recently, General Electric's designers discovered a way to keep all the advantages of the portable mixer and do away with the many disadvantages women have complained about.

This was accomplished by two revolutionary General Electric innovations:

First—G-E engineers designed a motor that provides enormous power for its weight and size.

Second—G-E designers perfected a new cas-

ing—light as a feather, but strong as steel.

And the total weight of the mixer is less than 3 pounds,

Your local G-E dealer will gladly demonstrate one for you. The price? Only \$19.50. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

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NO STRAIN TO HOLD. A rubber base guard lets you rest this mixer on the edge of the bowl. Thus the weight is supported by the bowl instead of by

your hand, removing all arm strain. Speed Selector, with 3 mixing speeds, is at your fingertips—gives you the right power for each job.



SETS DOWN LIKE A HAND IRON. Mixer stands up on its special rest—so drippings fall back into the bowl, not on the work counter.



HANGS UP LIKE A SAUCEPAN. A handy keyhole slot lets you hang it up where it's always ready at hand yet never in the way. Beaters are easily released by handy beater ejector for cleaning and storage.



GOES TO THE FOOD. Instead of having to take the food to this new mixer, you can take it where the food is—use it to mix at the range while you cook.



THE MOMENT THAT ALL HUNTERS WAIT FOR COMES TO WINNIE HINMAN IN SOUTH DAKOTA'S BLACK HILLS AS A FINE BUCK BOUNDS BEFORE HIS GUNSIGHTS

# BUMPER YEAR FOR GUNS AND GAME

Since the first signs of frost this fall the American male, armed with rifle or fowling piece, has been taking to the woods in numbers that would have seemed unbelievable 15 years ago. Last week, as the hunting season reached its height, an army of 15 million gunners—twice the number that hunted before World War II—were stalking fields and forests. For the moment each one was a throwback to some remote ancestor who hunted to survive, and each

lived for the moment when he could catch a prize in his sights (above)

These moments have been frequent in 1954 with game as plentiful as hunters. It is a humper year for dove and pheasant, and deer are almost numerous enough to be a nuisance. In Michigan the growing group of bow and arrow hunters alone has bagged 1.800 white-tailed deer and 30,000 more are expected to fall in the opening day fusillade of the gunning season

this week. In many states a new type of hunting has become popular, called "controlled shooting." in which farmers stock their land with game and charge so much a gun per day. Everybody seemed happy except for the duck hunters waiting impatiently for a vast migration of waterfowl which was slightly behind schedule on its way south. What made the birds tardy was the weather which, complained duck hunters, was "too nice for ducks."

### THE ASSAULT ON BOBWHITE AND WATERFOWL



iv Herbert Feishlaker in Cal Loring's San Josephin.

writing for owners command to fetch the bird.



DOOMED BOBWHITE, flushed in Wisconsin, tries desperately to flee the fire of a battery of guns.

IMMERSED GUNNERS wearing rubber suits stand amid swan, duck decoys in Chesapeake Bay



A LONE HUNTER, STANDING IN A SUNKEN BLIND









DEAD GAME AND HUNTERS share a pick pit at kindres farm forest owned by the Wester acuser by their empeny in western Wash naton. Part of a party

of 180, many of their loggers employed by the company allose men and their fromts started out at dawn, stalk to the whole in day, based a total of 65 over

#### Bumper Year CONTINUED



CLOSING SHOP in Troy, lumber company foreman posts sign stopping work for hunting weekend.



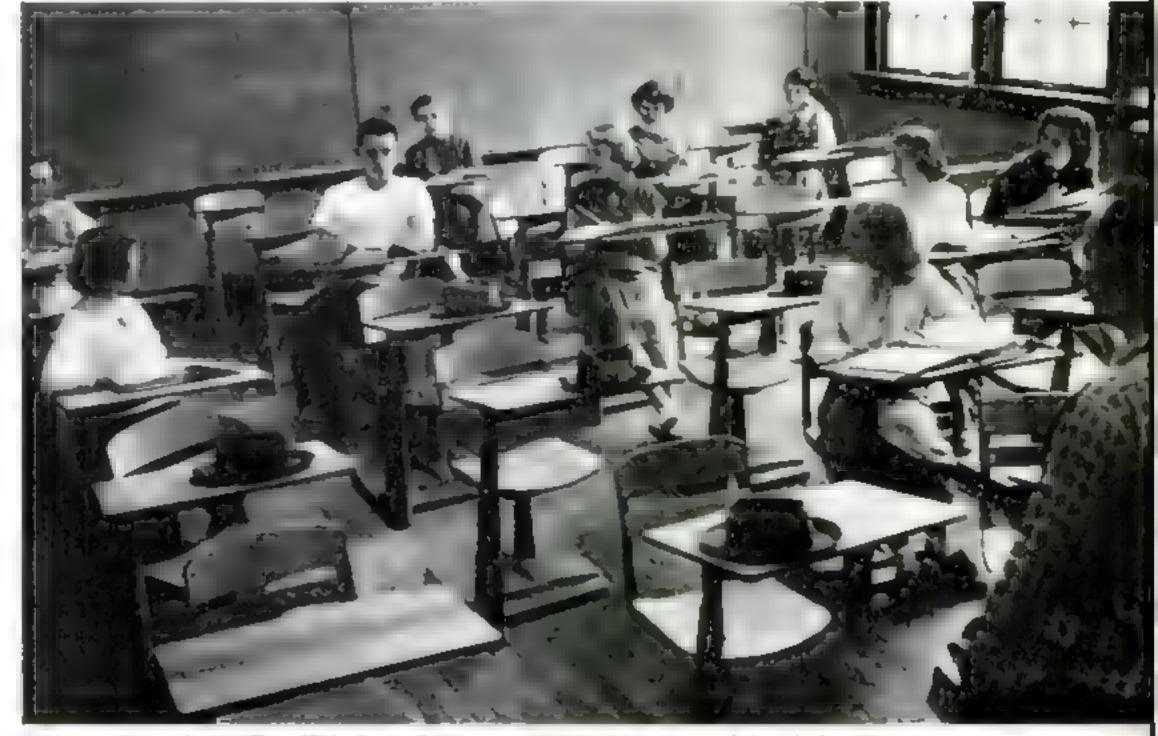
EXCUSED TO SHOOT, Troy High School boys tarry in case before starting out. Their favorite way

to hunt is "gassing." riding around in cars until deer is sighted, then hopping out and blazing away.

# WHOLESALE STALKING IN HUNT-HAPPY WEST

In the Northwest at this time of year nothing including work—is quite so important as hunting. The entire male population of towns like Troy. Mont., even the parson, vanishes, leave g church, sawnills and stores untended. Recognizing this, an increasing number of corporations are sponsoring hunting trips, taking their employes by large groups (opposite page) into choice hunting grounds.

With the increase in hunters comes an increase in hunters' stories. Billings, Mont. reported the case of Betty Kuchan whose hunter husband left her to mind the jeep. A bull moose came up, attacked the jeep and Mrs. Kuchan in self-defense killed him with one shot. From Tule Lake, Calif. a goose hunter reported that he got two honkers with one shot and then was fined \$25 for being one over his limit.



ONLY BOY in class at Troy High, Larry Perry, who did not go hunting, is center of attention.

cooking class (below) in hunting season is utilized to teach Troy High girls to carve, cook deer,



comparing weapons, veteran Troy hunter, Mansel Coleman, 81, checks bow of Daryl Ray, 9.





TRAVELING IN STYLE, duck hunters come slowly home from the blinds in a high-wheeled buckboard, after getting limit at California's Stillbow Gun Club.

#### SURE SHOOTING, SOLID COMFORT

By tradition and by fact, hunting has always been a hard sport, full of fatigue and frustration. But kings used to make their hunting easy with elaborate preserves and there are people today willing to pay for certain shooting with a minimum of discomfort. Milwaukee's Rainbow Springs Club has birds flown over members' guns, charging them \$300 a year plus \$4 a pound for bagged birds. The Chesapeake Gun Club on Utah's Bear River Marsh does not try to ease a hunter's life, but it possesses a natural luxury (opposite page) which cures chills suffered in blinds.



TAME TARGET for hunters at Wisconsin's Rainbow Springs Club, a penraised mallard is released on hilltop. The duck fires to lake where gunners wait.



CHOICE BIRDS, a day's bag of duck and pheasant, are proudly displayed by chef in plush Frank Lloyd Wright-designed diring room at Rambow Springs Club.

HOT SPRINGS BATH of mineral water provides community tub for hunters — at Utah's Chesapeake Club, only hunting club in the country with this luxury.



## MOSCOW'S 'GENIAL REAPPRAISAL'

For weeks it has been evident that the rulers of the Kremlin have been recasting their foreign policy in a "genial reappraisal." They have been extending a friendly hand, or at least some friendly talk, not only to the disaffected populations of their satellites, but also to the West as a whole, and most recently to the U.S. in particular.

What has happened? An obvious effort is being made to remove some of the discontent within the satellites. For example, one of the injustices which drove Tito out of the Soviet camp was the formation of "joint stock companies," ostensibly for mutual management of industries, but actually to exploit the satellites as colonies. Several of these joint companies have recently been abolished in Romania, Bulgaria and in Manchuria (where Red Chinese were the junior partners). Moreover, the Kremlin is now courting Tito as assiduously as it once sought to destroy him. As for the West, the Soviets have sufficiently relaxed their xenophobia, since Stalin's death, so that hundreds of delegations of all sorts and nationalities (Clement Attlee's being the most notable) have visited there so far this year. To one recent visiting American congressman, both Premier Malenkov and Deputy Premier Khrushchev took pains to bespeak high admiration and regard for General Eisenhower as a former comrade in arms. And to all these visitors the new rulers of Russia express, apparently with a convincing show of sincerity, their desire to live in peace with the rest of the world.

Whatever this means, it is a new situation which evidently will be with us for some time, and one which will keep all the experts sweating to figure out what shifts in our own policies are required to meet it. On that subject, LIFE will undoubtedly have other things to say later on. At the moment we shall merely sketch out the probabilities as we see them now.

The Kremlin has always had a minimum, as well as a maximum, goal in its foreign policy. One goal was to capture all of Korea, but when that proved impossible without big war, the minimum of status quo was accepted. The maximum goal of capturing all of China was realized; a minimum goal of part of Indochina was accepted, in a new sort of appearement which alone gave Malenkov & Co. reason enough to feel genial. They may simply be talking softly while whittling a bigger stick to clobber us. The hard-boiled view is that none of these shifts represents any basic change in the Soviet determination to gobble up the world, but simply a new effort, like the Picasso peace dove and the Stockholm petition, to keep us from recognizing what they are really doing.

Yet there are others, notably Britain's Lord Coleraine, who are convinced that the Soviets genuinely seek peace, for the same reason Americans seek it, out of a fear that nuclear war

would destroy the world. As Lord Coleraine puts it, they are materialists who are now finally getting more material goods out of their Communist machine and fear seeing them destroyed. Far more likely, as inveterate chess players, the Soviet leaders recognize the H-bomb race as a stalemate which nobody can win.

Whichever is true, the fact remains that even if the Communists try honestly to prevent a major war, they will still seek to capture the rest of the world by winning small civil wars (like the rebellions they have been stirring up in Algeria, Malaya, etc.) and by exploiting political decay, economic stagnation and racial hatred wherever they find them. It may well be that, for the moment, the struggle for the world, and men's minds, is shifting away from one of mere military might to one of economic and political rivalry. If we are to meet that test, we must make bigger plans by far than any yet undertaken, and move extremely fast.

First, we must prod the rest of the free world into shedding the last vestiges of colonialism, so that freedom's moral case, before the jury of the world's watchful millions, will have no blemishes.

Second, we must undertake the leadership of a world economic expansion of an immense order, whose object must be not only to help the former colonies create viable societies but to create general prosperity as a good in itself. This may require us to attempt multibillion-dollar "show window" projects, to enable nations like India to leap from a primitive economy to industrialism, or to enable resource-poor nations like Italy to find a way around these shortages.

Third, we must overcome the unjustified stigma, which the Communists have succeeded in making stick with that two thirds of the world's people who are colored, that our own color (in the main white) is a symbol of exploitation. For that reason we must keep improving our own race relations, in the awareness that the whole world watches our democracy like a laboratory. Moreover, our own colored crizens, as emissaries of this laboratory, can themselves carry the proof of its effectiveness to other nations. And our answer to all revolutionary shibboleths must be greater use of the manifest fact that America's own political and economic revolution has created a dynamic Capitalism which makes Communism look reactionary, as in fact it is.

This sort of battle, being political and economic, is more hopeful than the prospects of a major military one. But it calls for far greater flexibility and more brilliant planning. The only answer to "genial reappraisal" is to keep our powder dry, our ears open to genuine talk of peace and our minds alive to the vast dimensions of the problem.

# STAND FAST BY FREE CHINA!

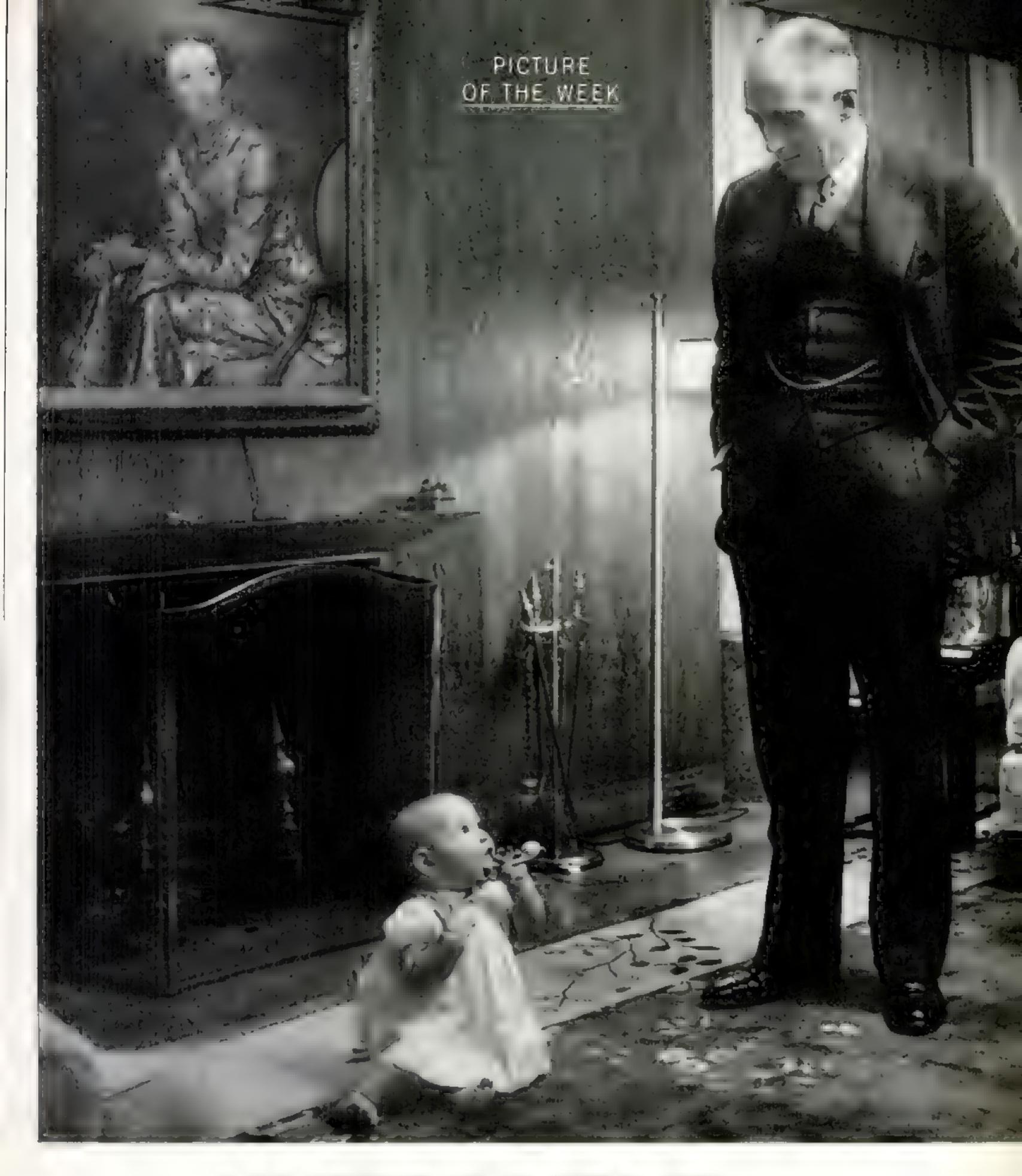
In our response to the new Soviet policy, let no one confuse the need to be flexible (see above) with the temptation to vacillate. They are not the same thing at all. The difference is well illustrated by our policy toward Nationalist China.

The British press reports that Washington is veering slightly toward the British view of China, i.e., pro-Mao Tsetung, anti-Chiang Kai-shek. We trust these reports are as false as the shift would be disastrous. Instead of vacillating, now is the time to confirm, wholeheartedly and beyond ambiguity, our support of the Chiang government.

His government is one of the solidest assets of U.S. policy in Asia. It is a military and strategic asset, since his army is a major obstacle to further Red conquests in Asia. It is a political asset, for as long as Taiwan remains free, millions of other Asians, including the ubiquitous bellwether overseas Chinese, will have continuing reason to know that the side of freedom is the side to be on.

U.S. vacillation toward Chiang in the past (1945–49) was responsible for one of the blackest pages in our history. Surely if that bitter lesson taught us anything, it is that the key to influence in Asia is steadfastness.

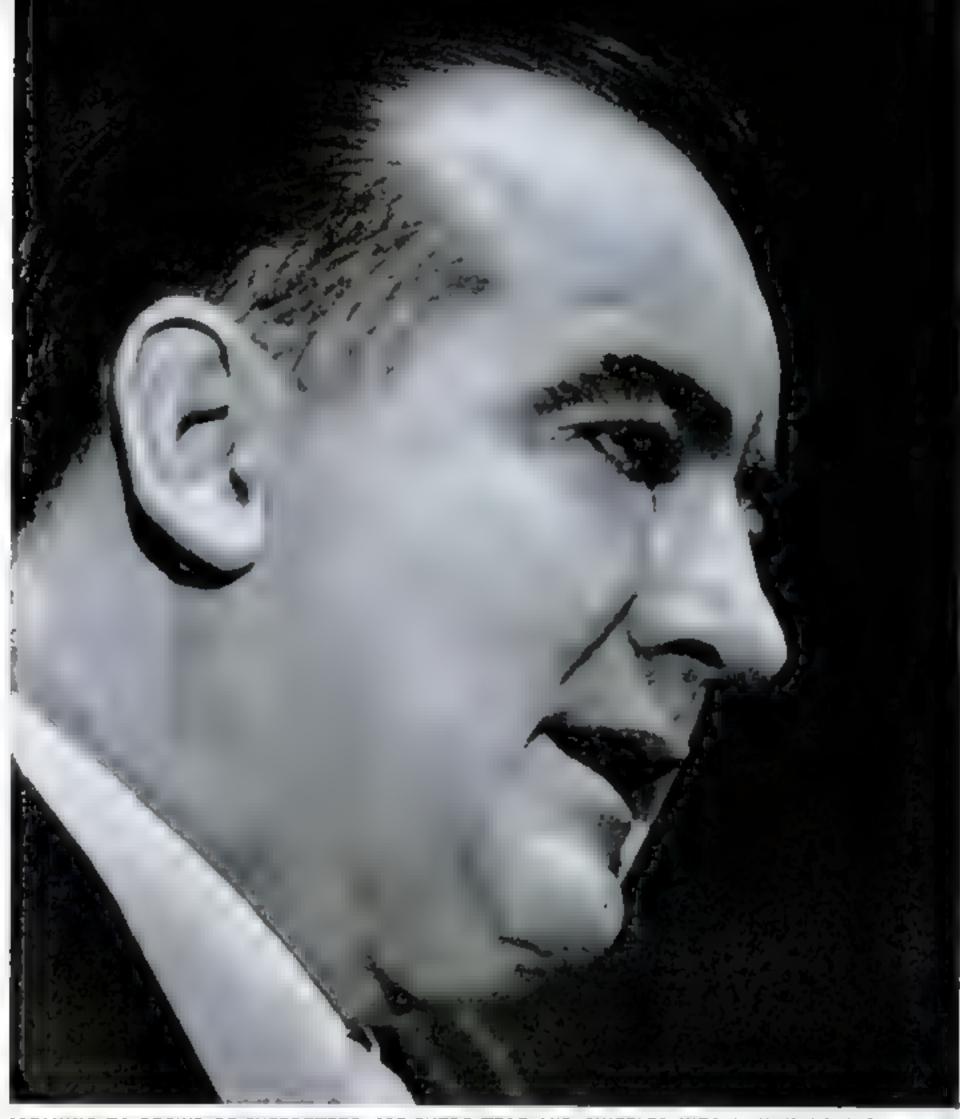
U.S. and Chinese diplomats are now negotiating a mutual defense pact which raises prickly questions about which of the Nationalist-held islands near Taiwan are defensible and with what types of arms. These questions should not blind us to the first requirement of a sound China policy, which is that we bind free China's fate and policy to ours with hoops of steel. Only on that basis will there be anything to defend.



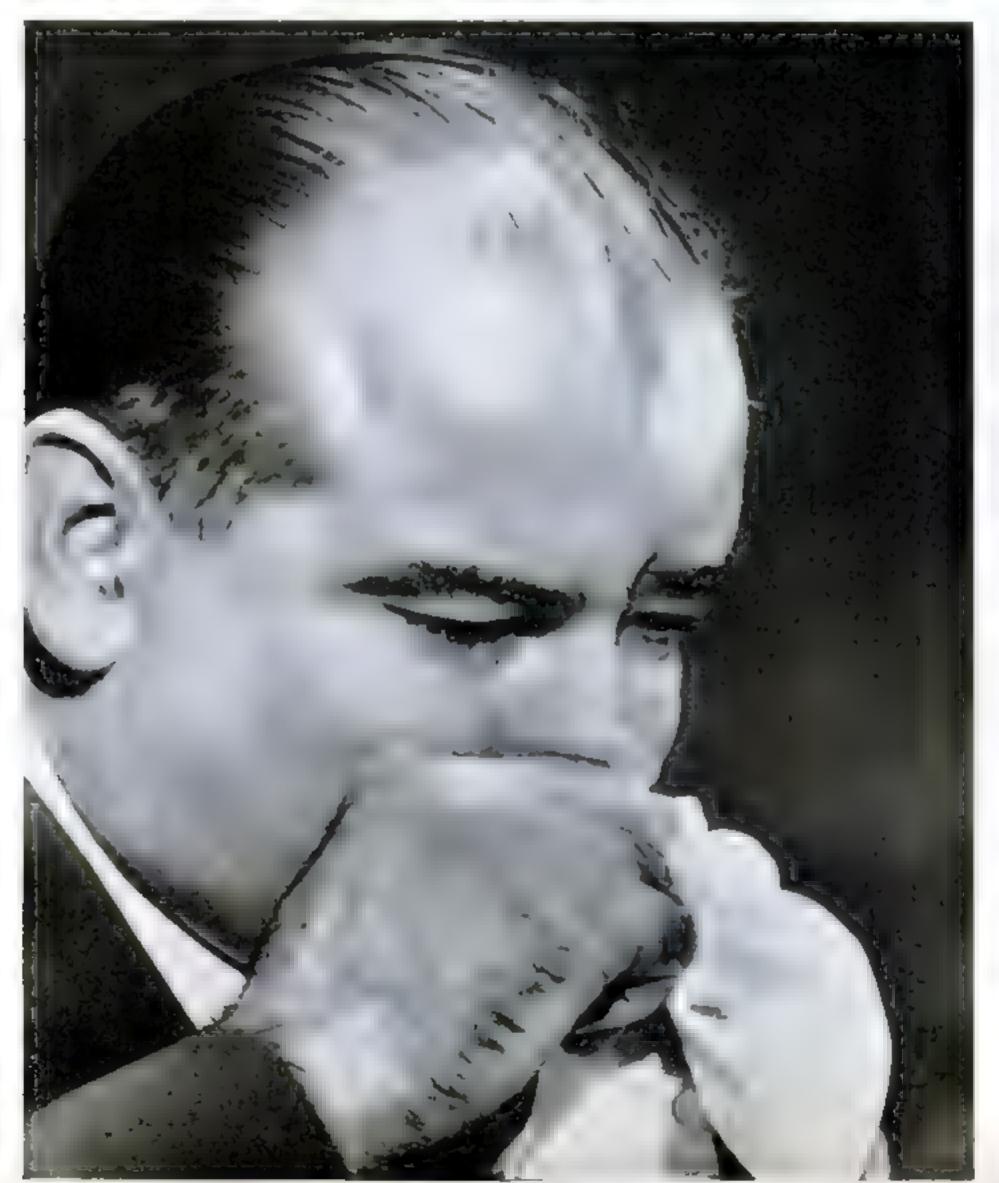
#### A NEW GENERATION FOR THE SUPREME COURT

In New York last week 9-month-old Alice Newcomb looked up at her grandfather, John Marshall Harlan, newly appointed Justice of the U.S. Supreme Court, as he had once looked up at his grandfather, also John Marshall Harlan, a Supreme Court justice. The present Harlan, who is 55.

had just been named to the beach where his grandfather sat from 1877 to 1911. A lawyer with wide trial experience, he has been judge of the U.S. Circuit Court of Appeals since March, and now, subject to Senate approval, becomes President Eisenhower's second appointment to the Court.



SPEAKING TO CROWD OF SUPPORTERS, JOE SHEDS TEAR AND SNIFFLES INTO HANDKERCHIEF (BELOW)





AUDIENCE GOES WILD OVER JOE. HAPPY CROWD



INCLUDED HAM FISH JR , WESTBROOK PEGLER



REPEATING CENSURE CHARGES IN SENATE'S TV ROOM, WATKINS SHADES EYES FROM STRONG LIGHTS

# FAN AND FOE FACE JOE

#### As Senate debates censure, McCarthyites meet to hail their hero

"I'm back in shape," claimed Joe McCarthy, He was As the Senate session to debate his consure got under way last week, 3,000 MesCartl vites met in Washington's Constitution Hall Joe made a "surprise" appearance, wept and vowed to light "on and on"

But in the Senate Joe got a far colder greeting. He infuriated Utah's Arthur Watkins by casing Watkins committee, which filed the censure resolution. The Communist party's involuntary agent." He drew a stinging rebuke from a Democratic member of the committee, Mississippis John C. Stennis, who charged Joe with dealing in "Tush and slime." The Serate Democrats seemed solidly for the committees resolution. Some Republican a hoping to get both Joe and the party off the hook, sought a compromise version. They urged McCarthy to offer a few apologies. But Joe gave no sign of wanting to get anybody off the hook,



TOM QUINN TOURED SENATE ON JOE'S BEHALF

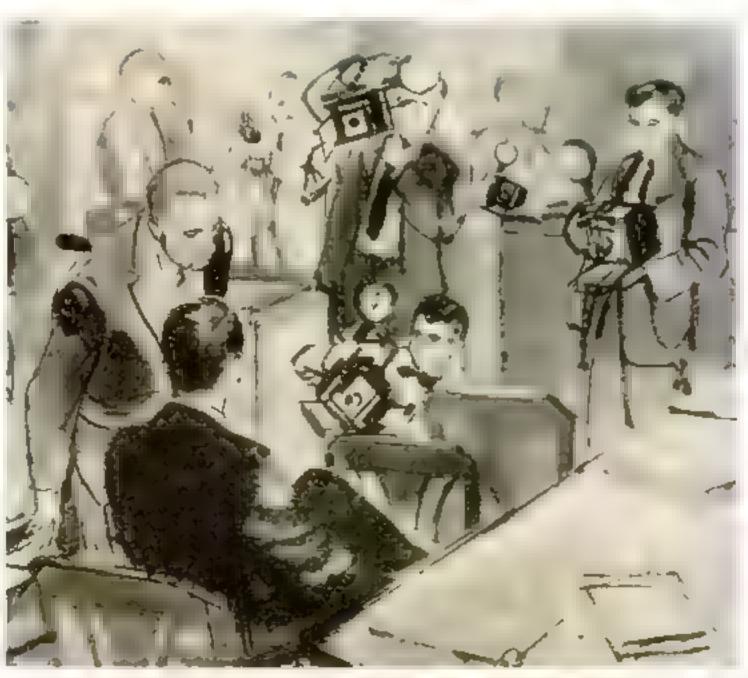


KEY WITNESS Mrs. J. Speciar House the fast person to so. Marryus trulgeour labery discrete the scene. So much book it or not look read Mrs. Hock's testimony that the Sheppards' 6-year-oblice covers of askey in text.

presention questions to see the attended captive in the Astheoretical theoretical transfer is the presention of the presention of the presenting of the presenting of the presenting of the present of th



SOB SISTER, Reporter Dorothy Kilgallen, covers trial for the Hearst papers.



PACK OF PHOTOGRAPHERS descends eagerly in the defendant and his attorney Corngin (standing) just before the bearining of a day's testimony. To relice the hubble but equipped finally tortails pretiate taking at any time in the courtroom.



SLIDES of roundered woman's crushed lead are flashed in odor from feet square on court screen as his band we polici in discreen where

# 'MURDER TRIAL OF YEAR'

#### State builds case against Dr. Sheppard, accused of killing his wife

What a British newspaper called "America's murder trial of the year" moved into an exciting week of testimony. In Cleveland the state was building up its case against Dr. Samuel Sheppard, the 31-year-old osteopath of Bay Village, Ohio charged with the murder of his pregnant wife, Marilyn.

The defense was out to prove Sheppard was a quiet-mannered man incapable of the foul act attributed to him. The prosecution, trying to prove no one else could possibly have done it, battered at Sheppard's story of a nocturnal intruder who forced his way into the house, bludgeoned his wife to death, then got away

from "Dr. Sam" after a violent scuffle. Ironically it was the Sheppard family's friends who put into evidence the most harmful testimony against the accused. One testified that Marilyo had told her Sam had been thinking of a divorce. Another, Mrs. Houk, shown at the left in one of the courtroom drawings done for Life by Arthur Shilstone, gave evidence which threw doubt on Sheppard's story of a noisy scuffle. A third friend, the Bay Village policeman who first examined the murder scene, testilied the Sheppard house showed no signs whatsoever of forcible entry. Even the dust on the windowsills, he swore, was undisturbed.



HANDCUFFED "DR. SAM" ENTERS THE COURTROOM



**SOLEMN JURY** of seven men and five women listens to evidence. Its selection required nine days of exhaustive questioning, with the defense asking such questions of prospective jurors as whether, if chosen, they would be prepidited by

evidence the defendant had had extramarital relations. Even then the entire jury was almost thrown out when it was discovered one had once been convicted on a morals charge. Finally this one alone was replaced. Alternate juror is at far right.



he stayed to avoid seeing them. Deputy Coroner Adelson describes wounds as attorneys watch. Some jurous turned their heads away



INTENT CORONER is cross-examined by Defense Attorney Corrigan, as each holds a copy of the coroner's previous testimony. Seeking to discredit the coroner, Corrigan made him admit he did not use a microscope in his autopsy on Marilyn.



SLEUTH, Inspector Fabian, covers the trial for Scripps-Howard papers.



# WICKED WINGS

Locust invasion hits Morecco

Out of the Sahara the black clouds rose, drifting lazily northward with the wind. As they approached the Sous valley in southern Morocco, the air defense service quickly broadcast the alarm. "Locusts are coming." To meet the worst invalion in 31 years farmers rulled

their cattle and children indoors, but out possioned brain and similize possibility. Is the clauses swarmed on, the crops vanished. The locusts were moving north, and if the winds carried them past the Atlas Mountains, all of northern Morocco would be open to invasion.



Brimming with onions simmered to tender goodness in deep-flavored beef stock and sparked with fine Cheddar cheese—a real French-style onion soup.

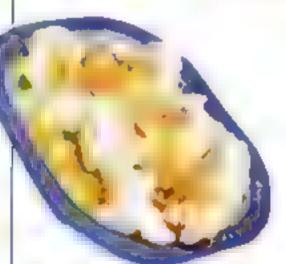
So quick—so nutritious—so simply delicious!

\*\*Campbelli\* Onion Soup\*\*





Recipe



For another
Birds Eye treat
Cauliflower
à la Cheddar

Cook I box Biros I ve Cacliff over as sackage directs. Drain Arrange in serving dish — cover with Cheddir cheese sauce and 2 lbsps, browned bread crumbs. Makes 3 servings

Cheddar Cheese Sauce. Me i I (bsp. b. ster Aug. I (bsp. flour, 1/4 isp. sait, and dash of pepper Blend. Add 1/4 cup light cream of misk gradually, st rring constantly over medium heat until smooth and thickened. Stir in 1/4 cup grated sharp Cheddar cheese (or I cup process cheese or mid Cheddar) until melted.

Look at them! Every perfect, spring-green beauty the same "baby" size, the same young color (Birds Eye sees to it that every Lima in every package measures up')

Taste them! You'll swear they're right out of the garden. They taste so dewy-fresh, have such delicate flavor.

No other Limas can touch 'em. Birds Eye
Limas—both babies and the big, buttery
Fordhook Limas—are picked the special minute
they're to lest of flavor. Quick-frozen
before they lose one whiff of it!



Better buy Birds Eye and get that something "SPECIAL" (Costs no more!)



IN MASS INDUCTION OF 8,000 NEW CITIZENS, MEN AND WOMEN AT NEW YORK'S POLO GROUNDS RAISE THEIR RIGHT HANDS TO TAKE OATH OF ALLEGIANCE

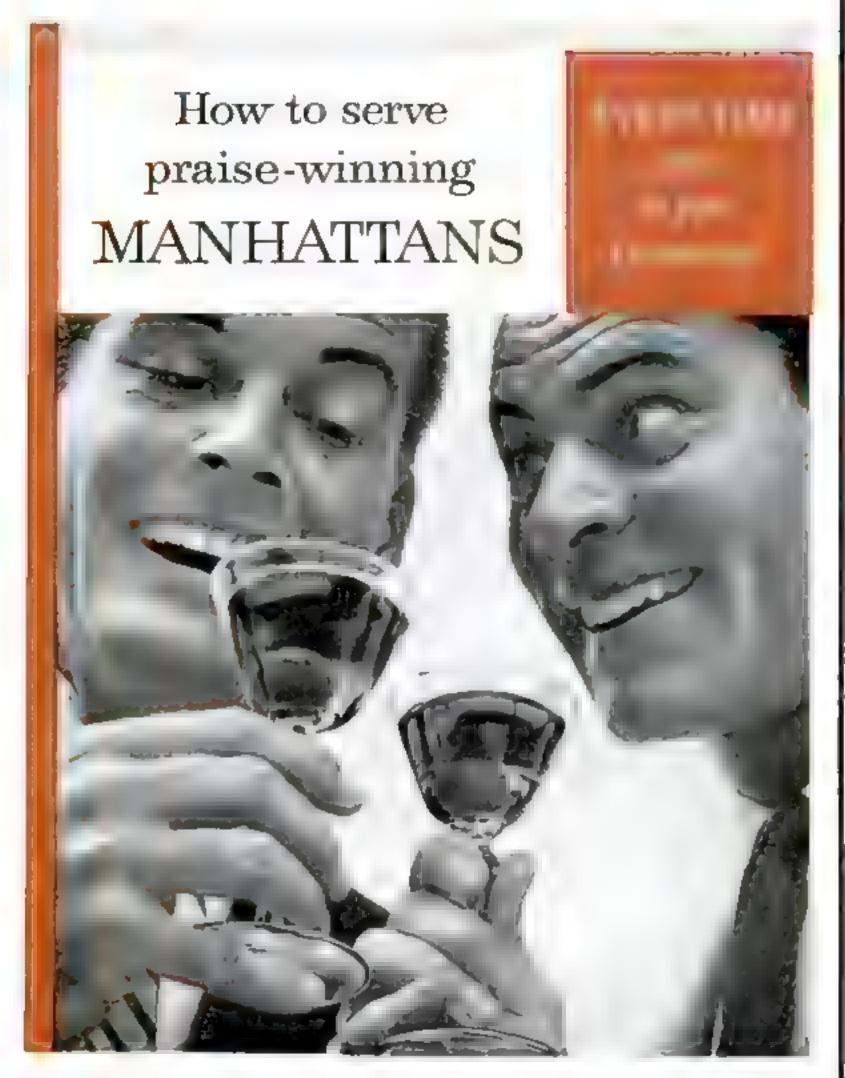
# SHOW OF NEW HANDS

#### 50,000 aliens become U.S. citizens on one day

From the Polo Grounds in New York clear across the country to the battleship Missouri in Bremerton, Wash, some 50,000 men and women stood in proud solemn throngs on Veterans Day last week to pledge allegiance to the U.S. Faces strained, right hands raised, they were about to be sworn in as America's newest citizens. It was the first time in U.S. history that citizenship was conferred upon so many people in so many mass ceremonies. Greeting 22 prospective citizens from 18 countries in the White House rose garden, President Eisenhower reminded them, "We expect you to carry the obligations just as you enjoy the rights and privileges,"

**DECKSIDE CEREMONY**, held on mothballed *Missouri*, inducted 80 new citizens including three Japanese. On this deck Japanese signed surrender in 1945.





#### Simply stir with ice cubes and serve

NO OTHER MANHATTANS BUT HEUBLEIN'S HAVE

Do you—like so many people—order cocktails when you go out, but hesitate to serve them at home for fear they'll turn out badly?

Well, you're right. Cocktail mixing is a delicate art. Even an expert barman misses occasionally.

That's why smart hosts and hostesses everywhere serve Heublein's at home. They are sure to get superb cocktails every time!

Even though you never made a cocktail in your life, you can serve the kind you get in the finest clubs and hotels. Just pour Heublein's in cocktail shaker or pitcher with ice, stir, and serve in just 14 seconds. Or serve the fashionable new way—"on the rocks". Easier to make than a highball!

Your guests will sing your praises, But... be sure you get Heublein's (pronounced Hugh Bline's). Because only Heublein's have that distinctive Heublein full-strength flavor.

# READY-TO-SERVE

NOW S RINDS!..... MANHATTAN (65 proof), EXTRA ORY MARTINI (75 proof), GIBSON — vory, very dry Martini (75 proof), YODKA MARTINI — very, very dry (75 proof), BAIQUIRI (60 proof), SUBE CAR (60 proof), WHISKEY SOUR (60 proof), GLD FASHIONED (78 proof), STINGER (60 proof), E. F. NEUBLEIN & BRU., INC., MARTEGRO, CONN.

HEUBLEINS

The Klub



TINY BADGES, some bought for as much as \$100, gave motorists added insurance against tickets. They were especially valuable to habitual speeders.

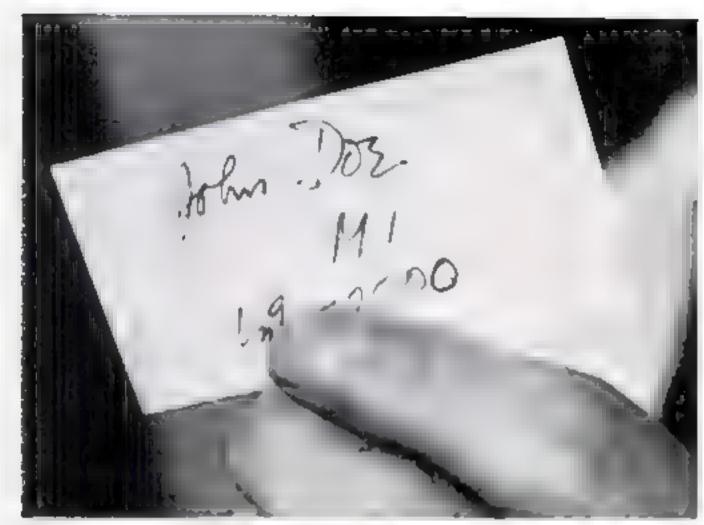
## TICKET-FIXING RACKET

#### New York uncovers clever 'magic card' trick

A new twist to the old ticket-fixing racket came to light in New York City last week when investigators caught up with the "magic card" game. "Magic cards" and tiny badges were given to motorists by corrupt cops or other fixers. When arrested, a motorist produced this card with his license. If the cop was in on the racket, he kept the card. Later a contact man came around to the motorist, collected \$10 or more and issued a new card. Some 100 motorcycle and patrol-car cops were believed involved in this well-mobilized "magic card" conspiracy.



CARD COLLECTION, seized in raids on suspected ringleaders, is examined in racket squad headquarters. Almost all cards bore names of motorists.



"MAGIC CARDS," like this replica, were inscribed on bank with cope-name. and police unit, making it easy for investigators to apprehend guilty officers.



BEHIND CLOSED DOORS and with their names kept secret, the first suspeets testify to Brooklyn Rackets Grand Jury on operation of ticket fixing ring.



# **New COLGATE DENTAL CREAM** with GARDOL Cleans Your Breath while it Guards Your Teeth!

Gardol forms a protective shield around your teeth that remains active 12 hours or more! This protection won't rinse off or wear off all day! Gives you the surest protection against tooth decay ever offered by any toothpaste!

-all night!

ONLY COLGATE'S GIVES YO FULL GARDOL PROTECTION AGAINST TOOTH DECAY!



# The world's favorite shirt with the stay-neat collar

From morn til night, never a wrinkle, never a rumple!

The Arrow Dart has the best-fitting collar ever put on a shirt. This stayneat collar remains fresh and smart-looking all day long. Mitoga® tailor-

ing (body-tapered design), anchored buttons and that all important "Sanforized" label are other famous Arrow features.

And—you can buy your Arrow Dart for only \$3.95. Arrow solid colored, woven rayon tie \$1.95. Arrow Dale in premium broadcloth, \$5.00.

You'll always look smart in an

ARROW

DART

by Cluett, Peabody & Co., Inc.

## MOBY DICK IS MISSING

#### Movie model of white whale eludes its pursuers

Skippers in the Irish Sea were alerted recently to beware of a "white-headed whale with a wrinkled brow and a crooked jaw," a 92-foot model of Moby Dick made for a movie of Melville's novel being filmed in the British Isles. The whale consists of a steel frame with rubber skin. Towed to sea, it spouted realistically for a whaling scene. But then it broke the towline. Caught, Moby Dick pitched so violently he had to be cut loose. He vanished among the big waves. The whale could easily damage a ship, and the RAF sent out search planes. But the movie Moby proved as clusive as the original evil whale and at week's end was still at large, a malevolent menace to the Dublin-Liverpool ferry.



NOER TOW BY A TUGBOAT, THE WHALE SWIMS DOCILELY SEAWARD A



ADRIFT, IT IS CAUGHT BY ASSISTANT DIRECTOR O'DONOVAN-MOCLOR





HARD CONSTRUCTION MORY DICK DESTEAT WELL BODT OF FISHCHARD



A LONGBOAT FROM THE "PEQUOD" FOLLOWS IT TO SIMULATE A CHASE



AND SEAMAN WHO CHOP A HOLE IN IT (BELOW) TO ATTACH A NEW LINE





#### This Christmas, give them fun for life

WONDERFUL THINGS HAPPEN when your family finds a Hammond Organ next to the tree Christmas morning.

With a Hammond, you'll discover that music can be fun. It's like having a whole orchestra at your fingertips. You can play any piece with dozens of different, thrilling instrumental effects.

Not only that, you can match your music to your moods as never before. For only Hammond has the Harmonic Drawbars that give you thousands of beautiful tones and variations at the flick of a finger!

Best part is, even people with little or no music training can play a Hammond Organ in less than a month. Thousands have done it. And, there's no installation cost, never any tuning expense—for a Hammond can never get out of tune.

Isn't this the Christmas for it? Hammond prices begin at \$975 f.o.b. Chicago, for the Chord Organ, not shown. And you can buy on easy terms, often with up to three years to pay. Mail coupon for further information.

#### You Can Play by Christmas!

Surprise the family Christmas morning by playing their favorite carols on the Hammond Organ. Your Hammond dealer will show you how, without obligation. See him soon for full details and a free demonstration!

### HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE

		Albert and		
	Spinet	Home	Church	Concert
Name			_	
Address				





#### FREE TRAK-PAK

with every bottle of 100

#### Squibb Aspirin

Handy new plastic TRAK-PAK, the perfect way to carry aspirin with you... free with every bottle of 100 Squibb Aspirin. Look for this Squibb Special

AT YOUR DRUGSTORE



FAST . PURE . SURE

# FOR THE FIRST TIME a watch band of such elegance, so high in tashion, so low in price! "DEMI"— slenderest telescopic expansion band ever created!

# Insist on America's Most Beautiful WATCH BANDS SEE FIFTH AVENUE, NEW YORK 26

# LIFE ON THE NEWSFRONTS OF THE WORLD

Viets flee by sea, man in iron lung succumbs, wine crisis staggers Paris, an architect protests



IN OVERLOADED SAIL CANOES REFUGEES FLEE THE VIETMINH

#### Retugees on the water

Seven French warships headed by the aircraft carrier Bots Belleau—once the U.S.S. Belleau Wood—steamed along the Indochinese coast picking up as many as possible of a 40,000-man wave of Roman Catholic and Buddhist natives fleeing religious persecution in the territory recently taken over by the Communists. Moving through canals and rivers, the refugees had come down to the coast and then put to sea in canoes, rafts, sampans, and anything else that would float.

Angry Dutchmen were writing sizzling letters to their newspapers.

A secret report by Police Commissioner Hendrik A.J.G. Knasjager suggesting—as Henry Ford once did 14 years ago—that the famous Amsterdam canals should be turned into roadways had just leaked out. Roared the Het Parool, "Amsterdam wouldn't survive...."



THE LATE FRED SNITE IS FETED BY HIS WIFE AND DAUGHTERS

Fred B. Snite Jr., who spent 18 years and seven months in an iron lung, died in West Palm Beach in his 45th year. Stricken with infantile paralysis in China, Snite was unable to live for any extended period outside the lung. Nevertheless he attended sporting events and the races, gave cocktail parties. In 1939 he married, fathered three daughters.

#### Sobering affair in France

Frenchmen, many of whom believe that infantile paralysis is transmitted in water and that milk must always be regarded with suspicion, were faced with their greatest national pother since the brothels were boarded up in 1946. The government of milk-drinking Premier Pierre Mendès-France, striking at the national evil of alcoholism, upped the taxes on apéritifs 20% and forbade the cafes to sell hard liquor from 5 to 10 o'clock in the mornings, thus erasing in their wintery mornings

CONTINUED ON NEXT PAGE



# REACH

FOR THE BEST IN PANTRY-SHELF MEALS

#### Dinner Time Pot Pies

CHICKEN OR BEEF IN CANS !

First "no-freezing" pies, completely sealed between top-and-bottom crusts of flaky pastry within a piepan can...

Keep indefinitely with

#### NO REFRIGERATION



OPEN. BAKE ... and serve right from the piepan can. Golden-brown and piping hat in record time (no thawing delay). And what a piel Old-time two-crust style ... tich, savory.

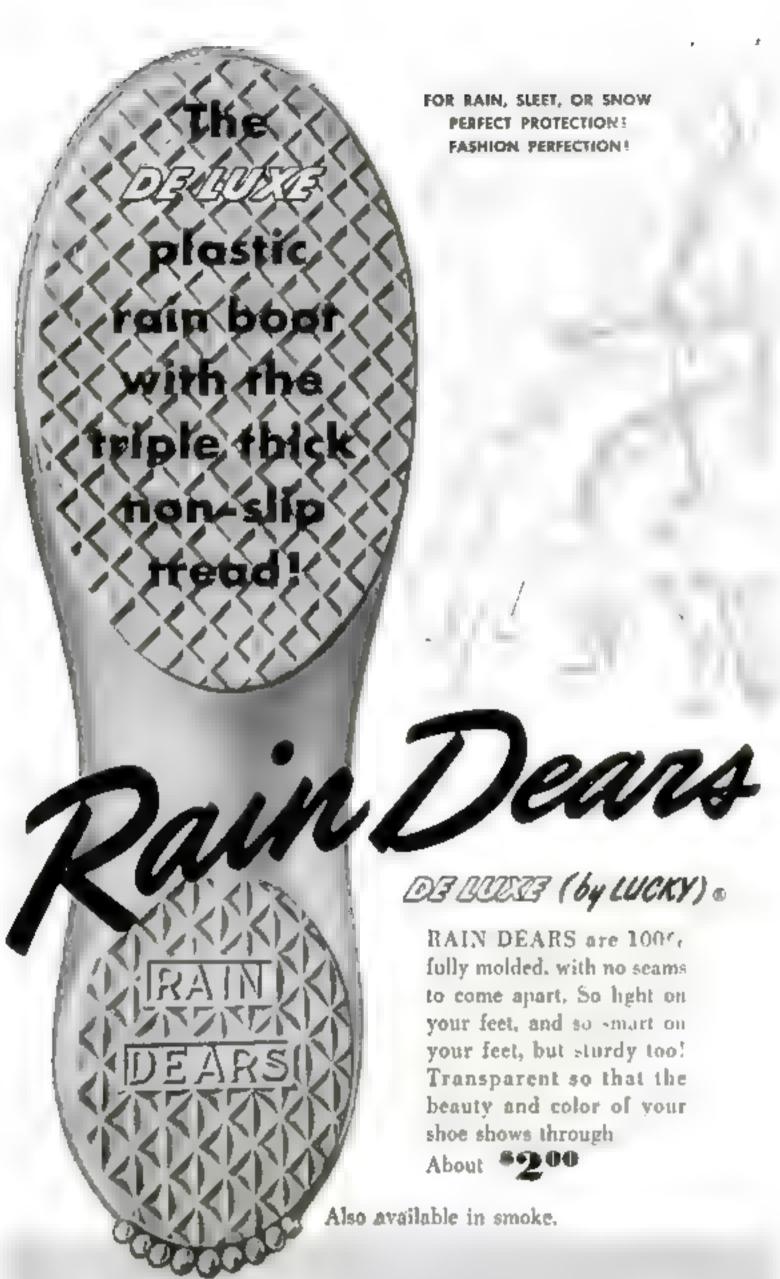


HOME-BAKED FLAVOR, with delicious chicken or lean, tender Kansas City beef, choice vegetables, rich gravy, and orisp, tender crust Thriftyl... 3 servings like this in every pie.

Watch for the brand-new, grand new

Dinnet Time MINCE PIE-in-q-can

Trenton Foods, Inc., Echses City, Mo.



#### \*Will Outwear Rubber Boot's Tread

RAIN DEARS outsell all other plastic rain boots There's a reason—they're best!



At shoe, notion and rainwear counters everywhere



Los Angeles LUCKY SALES CO., INC. New York • Chicago

#### NEWSFRONTS CONTINUED

the workingman's traditional simple breakfast of a cup of black coffee heavily laced with brandy. In a country in which five millions of the 42 millions of people are engaged in the production, processing or selling of alcohol these were staggering measures.



THE WRIGHT STUDY NEAR SPRING GREEN, SOON TO BE ABANDONED

#### Wright snubs Wisconsin

Frank Lloyd Wright, at 85, announced that he was closing up his studio-home and architectural school near Spring Green, Wis. This was his protest against a Wisconsin court ruling that it was not a taxexempt institution. "I regard it," said Mr. Wright stiffly, "as a decision made by old men, who, being old, put money above merit. . . . "

In a Las Vegas inn Betty Hutton put on one of the most stirring, rock 'em, sock 'em, wham, bam, alecazam evenings of her career. Then, with tears streaming down her face, she stood while the band played Auld Lang Syne. She was, she announced, retiring from show business. Sniffed a cynic, "It's like a bookmaker placin' a last bet -his last, that is, until he's got another two bucks."



BETTY IN TEARS

#### Old home week for lke

President Eisenhower flew back to Abilene, Kans., to join a delegation of his brothers, his son and grandchildren in dedicating an Eisenhower museum next door to his boyhood home. The President and his brothers drove escorting police crazy by constantly changing course as they motored about the city looking for old landmarks.

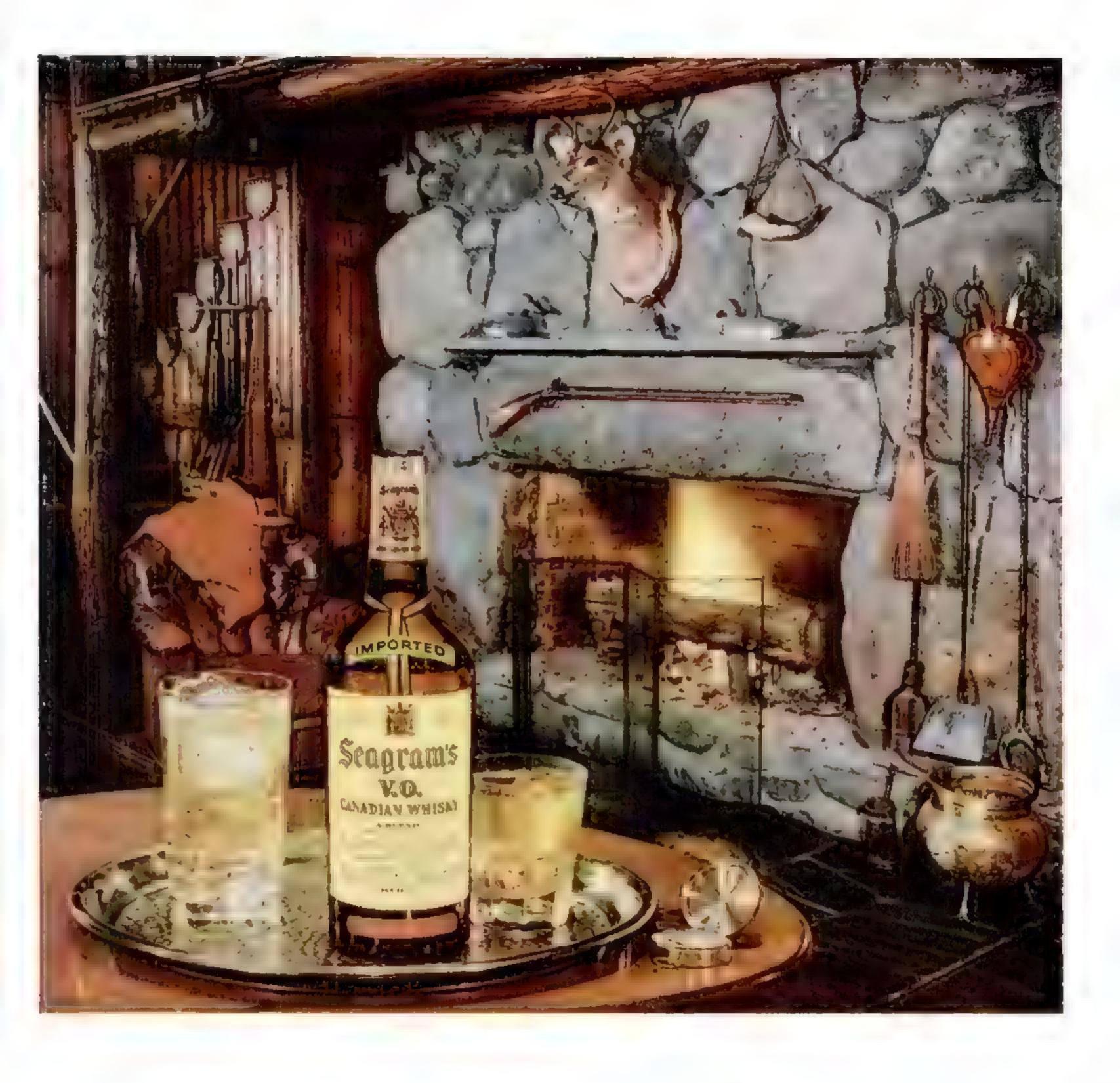
For centuries doctors asked their patients to stick out their tongues, Now in an article in the British Medical Journal, Dr. Bruno Gans cites evidence that it was all a waste of time, The article argues that a furry tongue is a furry tongue-nothing more.



LORD MAYOR, SIR WINSTON, LORD MAYOR'S WIFE, CANTERBURY

#### The Old Man speaks

Sir Winston Churchill addressed the Lord Mayor's banquet in London. He looked forward, he said, to the day when a strengthened West could move "along a broad smooth causeway of peace and plenty instead of roaming and peering around on the rim of hell."



# Known by the Company it Keeps



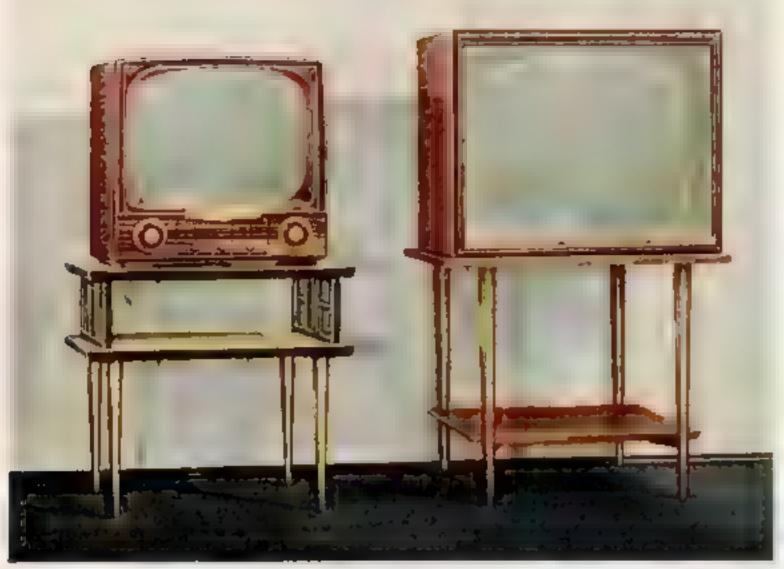
# First from ADMIRAL



#### FIRST WITH "PRINTED" ROBOT TV

After eight years of research and development, Admiral brings you the amazing new "Printed" ROBOT Chassis in many 1955 IV models. More than half the circuits in this powerful chassis are "printed" by automatic machines. Chances for human error are reduced to an absolute minimum, guaranteeing uniform quality and

dependability. Other engineering advances for 1955 include new Long-Range Power... new Improved Sound System... new "Noise Gate" Control... new "Stabilized Reception" Circuits. These improvements combine in new Admiral TV for 1955 to bring you television's clearest picture at any operating range!



17" TV—7ha Asheville, datuxe mahagany finish. Also regular mahagany or ebany finish. Table extra Other 17" models from \$129.951".

Grant 21" TV—The Bahamas, mohogany color.
Also ebony or blonde. Table extra. In ebony
anly \$149.95†\*—about \$1.99 weekly.



Grant 21" TV—The Coral Gables, abony finish.

Also rich mahogany finish. Matching base optional, extra. About \$2.28" weekly.

Grant 21" TV—The Bar Harbor, in maple. Also mahagany or blands oak finish. Matching legs optional, extra. About \$2.76" weekly.

\*All prices include fed, tax and warranties a Subject to change in thout nation. Weekly telling estimated after small down payment. (5) gh by higher South and West



Giant 21"—The Catalina, mahagany or blande oak finish. Other 21" TV consoles from \$199.95". Model shown, about \$2.96" weekly.

Grant 21" TV—The California, blande oak or mahogony finish. Deluxe cabinetry with Golden Picture Frame! About \$3.47" weekly.

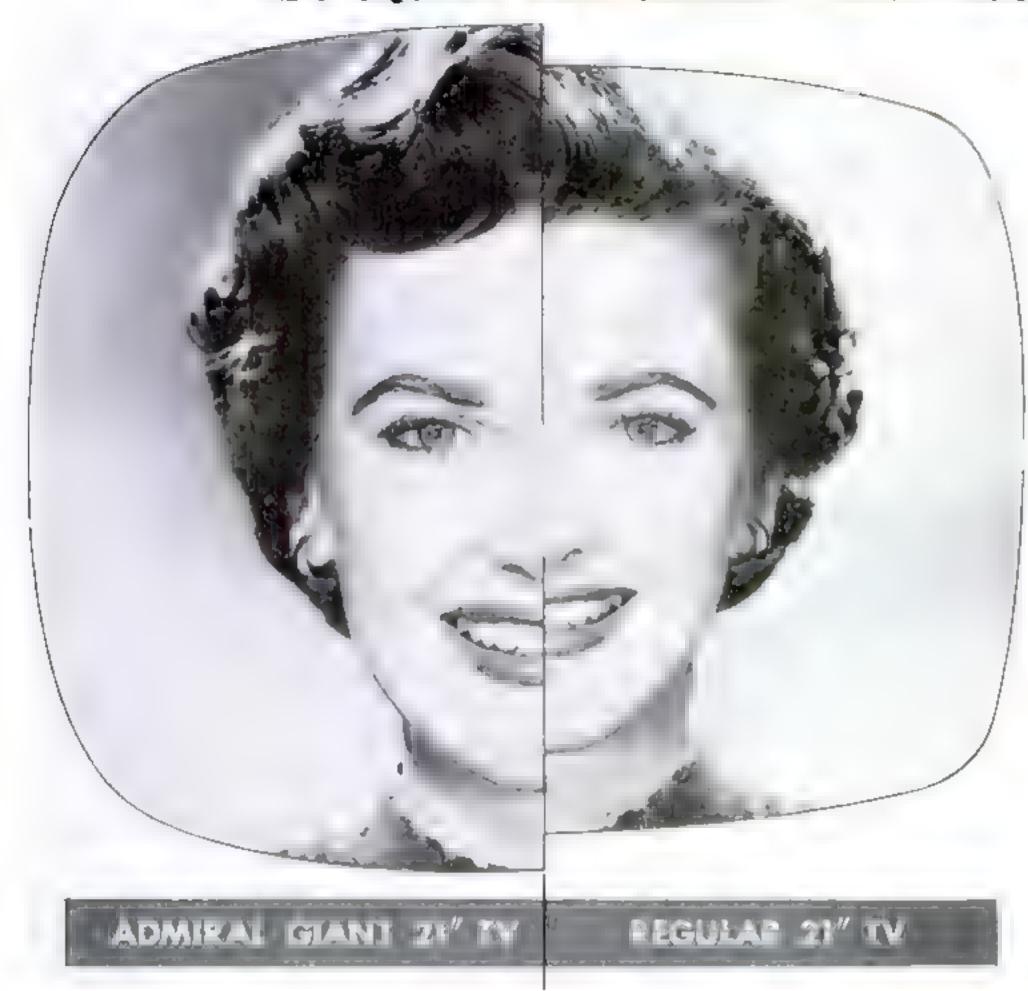


Giant 21"—The El Dorado, in mahagany with full-length doors. Also modern blands aak ar mellow maple. About \$3.94" weekly.

Huge 27" TV—The Trinidad, in lustrous mahogany or blande oak. A perfect picture... even close up! About \$4.02" weekly

# new giant 21 TV picture

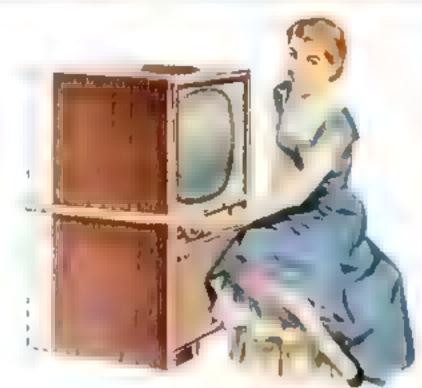
#### 270 SQUARE INCH SCREEN - 20% BIGGER THAN MANY OTHER 21" TV



Yes, Admiral's new Giant 21" picture tube actually gives you a full 20% larger screen than regular 21" TV! That's because—by industry standards—a 21" tube may measure anywhere from 20½" to 21½" on the diagonal. And Admiral's Giant 21" tube is expanded to measure almost 21½". Thus, it's bigger from top-to-bottom, bigger from side-to-side than regular 21" screens! Yet, thanks to Admiral advanced engineering, the picture is even brighter and sharper in detail than with smaller-size tubes.

#### 3" LESS CABINET DEPTH!

Bigger in picture area, yet shorter in length, the new Giant 21" picture tube permits more graceful cabinet styling—cabinets that save floor space and look better in even the smallest rooms.

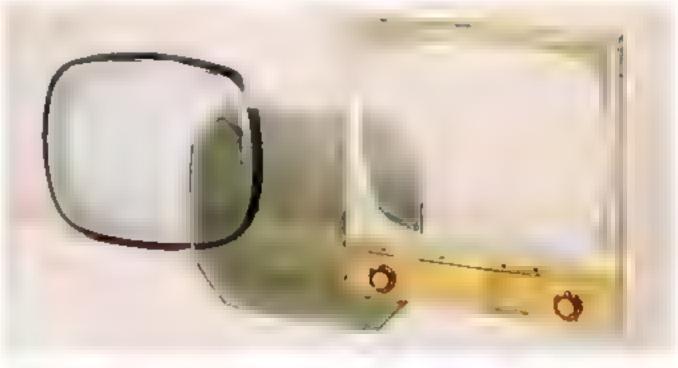


#### ... AT LOWEST PRICES EVER!



Regular 21" TV-Radie-Phonograph—The Monterray, blands eak finish—amazingly compact! Mahagany finish, only \$299.95" -about \$3.06 weekly.

Giant 21" TV-Radio-Phonograph—The Westchester, in hand-rubbed mahagany cabinet. Also in smort blande oak for modern homes. About \$5.36" weekly.



BRIGHTER, CLEARER PICTURES! A Magic Mirror\* of aluminum inside Admiral's Giant 21" TV tube beams all the picture out toward you—makes it twice as bright. Admiral's dark-tinted Optic Filter Screen\* prevents hazy glare for wonderfully restful viewing. Surrounded by Admiral's gleaming Golden Picture Frame,\* here indeed is television's finest picture. Compare it with any other TV at your neighborhood Admiral Dealer's today!

\* Available on most 1955 Admiral TV Models



WORLD'S LARGEST TELEVISION MANUFACTURER



#### STEW'N TOMATO BISCUITS

#### A delicious new way to serve stew

There are two delicious "twists" to this recipe

First, the use of Hunt's Tomato Sance in the biscuits. Wait till you taste their exciting new flavor and see their appetizing color!

Second, the hearty flavor of the stew itself, which you get simply by using Hunt's Tomato Sauce in place of some of the water.

In the same ways, you can gain flavor for dozens of your own recipes with Hunt's Tomato Sance It's the all-tomato cooking sauce that blends so deliciously with other ingredients. No starchy fillers, no "soupy

taste! Enjoy it in casseroles, meat loaf and gravies!

other vegetables, Cover, bake 15 mins, longer or till

2 lbs, stewing beef

1 cup peas

I teaspoon saft

I medium carrots, cut into piecea

2 cans Hunt's Tomato Sauce I cup water

I cup sheed celery

I large onton, sheed

Brown meat in greased 2-quart baking dish in moderate oven (575° F.). Add salt. 11 cans Hunt's Tomato Sauce, water and onion Cover, bake 45 mins. Add

13 recipe biscuit dough. (use Hunt's Tomato Sauce as liquid)

vegetables are tender. Prepare biscuit dough substituting 1/2 can Hunt's Tomato Sauce for milk. Roll about 1/4-inch thick Cut into six 2 inch biscuits. Increase temperature to 425° F. Place biscuits on top of stew. Bake about 20 minutes longer till biscuits are done Serves 6.

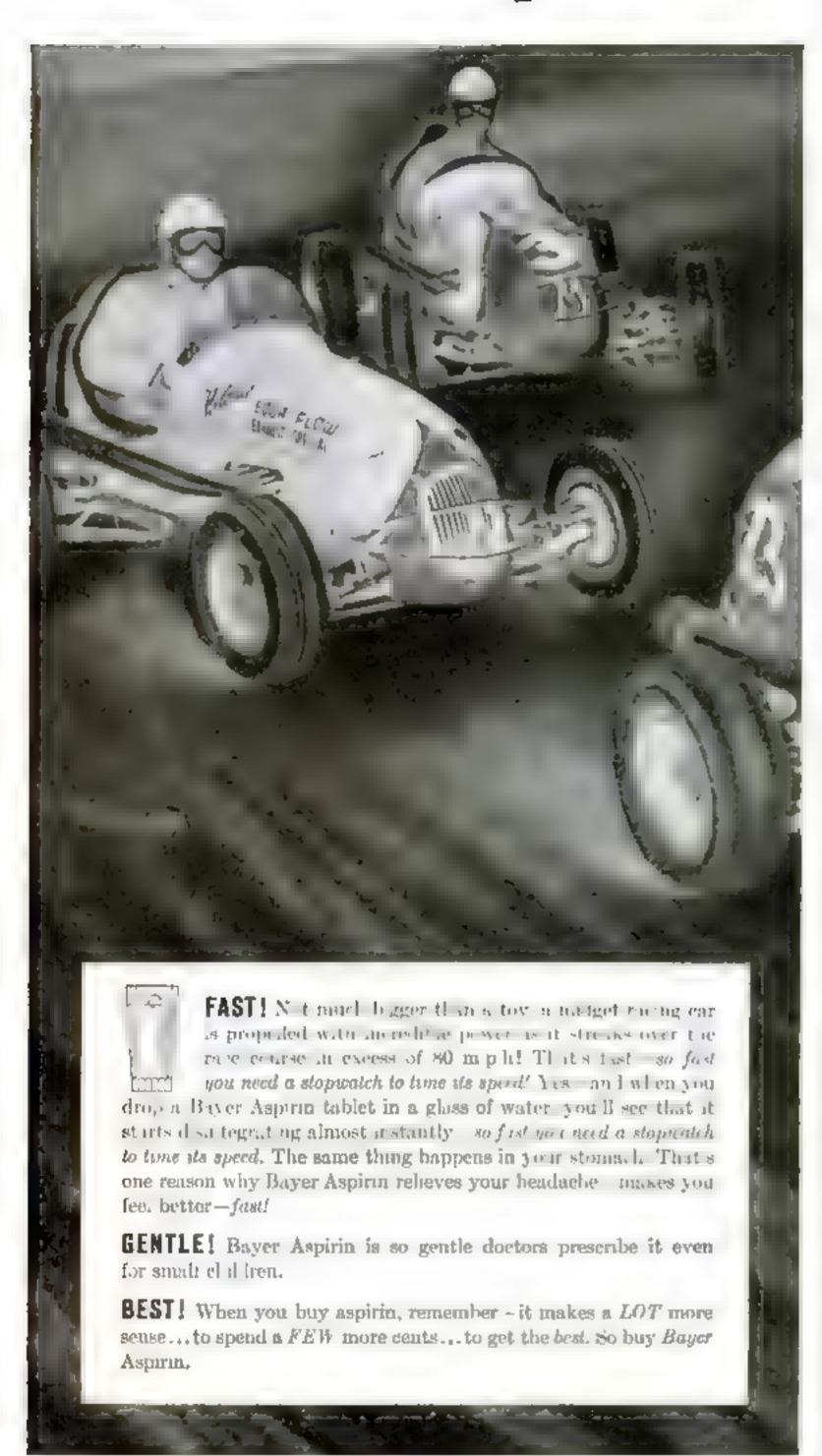


#### Hunt-for the best

WANT RECIPES? There's a delicious one on every can of Hunt's Tomata Sugar - at your market Hunt Foods, Inc., Fullerton, California



# So Fast You Need A Stopwatch To Time Its Speed!



# GET THE BEST GET BAYER ASPIRIN

#### Saturday's Sadness continues





COACH'S CONTORTIONS during az inzing Notre Dame game included them left dance of despair as opponent contracted pass, gestage of lorror is



BETWEEN THE HALVES Scho scratt les lean and se und listens sed and vin lecker room as Assistant Couch George Terlep (right) tries to sage at ways



TEAM CAPTAIN Jim Castle shares coach's gloom on a locker room bench after the game. An end, he muffed a pass that would have been a touchdown.





Penn is penalized for being offside, involuntary kick as Irish make point after touchdown and display of disgust as Notre Dame completes another pass.



to stop Notre Dame passing attack. The team returned to the field, let Notre Dame complete seven passes and score four more touchdowns in second half.



INFLUENTIAL ALUMNUS, Dr. Joseph Replogle of Johnstown, Pa., consoles Sebo. An ardent booster, he held out hope for some better material.

CONTINUED ON NEXT PAGE

# FOR THE CHRISTMAS THAT LIGHTS UP A LIFETIME



Suddenly the world has wakened to this new joy ... music you make yourself. This Christmas, in thousands of homes, there will be a new Orga-sonic Spinet Organ...the exquisite instrument that most fully and truly makes music belong to everybody. Join these happy folks who have found out what fun a family has together... with music. Order now to be sure you have an Orga-sonic under your tree this Christmas.

#### 8 reasons why the Orga-sonic gives you most in value of any home organ you can buy

- No complicated gadgets or systems to learn... 5 All four basic families of organ tone . assure no gressing. All controls are standard and 5 true "organ" flexibility clearly marked.
- 9 An infinite number of antirical tones and sounds organ, orchestra, dance band, ... at the flick of a tinger
- No long learning greater case in playing, Play for bones and relax relate you play.
- Evelusive, patented organ touch for instant, amouth response.

- Play "mellow" as an organ, then switch to "bright" for brilliant, syncoputed dance music.
- You can produce the "voice" of reed or string instruments saxophone, borns, flute, oboe,
- No special installation. Simply plug into your house current and your Organionse is ready to

BALDWIN BUILDS A FAMOUS ELECTRONIC ORGAN FOR EVERY NEED, EVERY BUDGET

Your nearly Baldwin deafer can deliver an Orga-sonic Spiner Organ for as little down as

Slightly higher at distant points. Liberal terms. State and local turns, if any, extra-

THE BALDWIN PIANO COMPANY

Cincinnati 2, Ohio

BUILDERS OF BALDWIN GRAND PIANOS ACROSONIC SPINET PIANOS BAMILTON VERTICAL PIANOS • BALDWIN AND ORGA-SONIC ELECTRONIC ORGANS

	Organ Division Buldwin Prano Co Dept L-114 Cincinnati 2, Olno
	Please rush me the name of my Baldwin dealer and full information on   Baldwin's Organomic Spinet Organ
1	Name
1	City Zone State



# Hear PHILCO with the amazing Electrostatic Speaker

...a Colonnade of 16 speakers in one!

Imagine yourself enveloped in a magic "Cloak of Sound" —sound so pure, so alive you hear every elusive note, every sibilant sigh of the strings.

Until now no phonograph could achieve such "presence" without distortion, Now, from the laboratories of Philocomes a miracle of smooth response clear up to 20,000 cycles.

It's the phenomenal Philco Electrostatic Speaker—first new speaker development in 30 years. Grouped together in a radial arc of 180° are 16 speaker columns. Each column radiates full-dimensional sound at a slightly different angle. The entire arc floods the room with a purity of sound far beyond the reach of conventional speakers.



New 1955 Phileo High Fidelity Phonograph with Electrostatic Speaker. 3-speed automatic record changer. History-making low price I Phileo 1347,

Somebody in your family needs one of these "New Look" Philco Radios . . . Could it be you?

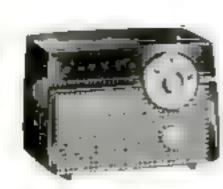


Clock Radio deluxe! Lulls you to sleep, wakes you to music or Buzzer. Turns appliances on, off. Philoo 724,



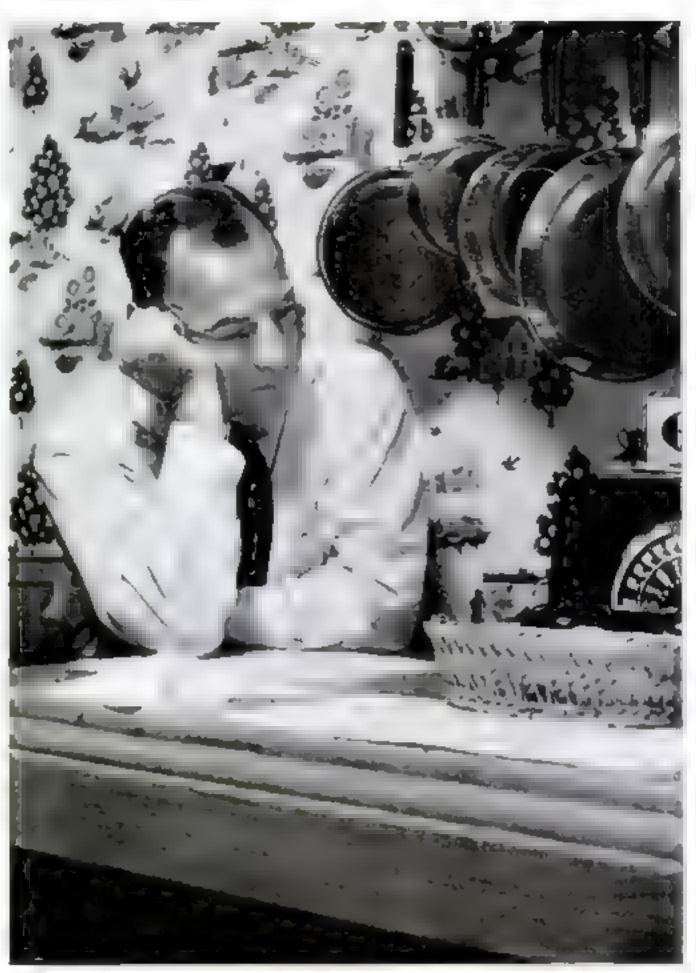
"Personal" Portable Phono.

3 Speeds! Just plug in and play. Your name in Gold on hd, FREE! Philo 1332.



Brilliant "New Look" cable radio. Light, compact for use in any room. Ideal gift. Big value. Philos 580.

#### Saturday's Sadness CONTINUED



GETTING THE SCORE on other games, Sebo listens to the kitchen radio. With another tough schedule in 1955, he has only 28 men on freshman squad.



FORGETTING FOOTBALL, Sebo frolics with his 3-year-old son Jummy just before bedtime. Jimmy's ambition is to grow up to be a football coach.



# SCHOLARS' BIG BLOWS

Strong for sneezes and sniffles — soft for tender chapped noses



A SIMPLE TEST. Hold any non-wet-strength tissue under the faucet. Water makes a hole instantly



HOLD A NEW SCOTTIE under the faucet. You will see how it holds water without going to pieces

In school or at home, new "wet-strength" Scotties pass every tissue test with honors. They wipe small "runny" noses neatly without crumbling. They don't tear even under a grownup's gusty sneeze. At outdoor sporting events, they stand up to your nippy-weather sniffles without going embarrassingly to pieces.

Yet they are softer than ever on tender coldchapped noses.

New Scotties remove make-up neatly and efficiently too-blot up the "wettest" face creams, the greasiest lipsticks without messy shredding or linting.

Now that winter is almost here, be sure to keep plenty of Scotties handy for the family's added needs. In the big family box or the handy vanity size-they are another great Scott value. Scotties are thrifty. SCOTT PAPER COMPANY.







NEWEST TRANSPORT CONCEPT is Lockheed's C-130A turbo-prop assault transport, shown here in its dramatic first flight. Now in quantity production at Government Aircraft Plant No. 6 (GAP-6),

operated by Lockheed's Georgia Division in Marietta, Georgia, this giant plane literally jumped off the runway in one-third the distance normally required for today's commercial airbne transports.

# 6 New Lockheeds for U.S. Protection

Powerful Team Includes Truly Amazing Jet Fighter, High-Speed Assault Transport and Vital Picket Plane

When you go to bed tonight, you can sleep easier because of the remarkable development of U.S. air power in recent years. A vital part of this development is Lockheed's unique team of new defenders, a wide variety of aircraft that alone would constitute the entire air force for most nations.

These new planes help the U.S. Air Force and the U.S. Navy protect our Pacific shores from Alaska to Mexico and our entire Atlantic seaboard. They include sub hunters, long-range patrol bombers and a flying radar station with radomes as big as swimming pools to warn the nation hours earlier of enemy air attack. And other new models, too secret to photograph or talk about, include the XF-104 Day Superiority Fighter, now undergoing rigorous Air Force evaluation tests, so successful the Air Force already has issued a production contract for an undisclosed quantity.

The new aircraft on these pages come from Lockheed's California Division in Burbank and Lockheed's Georgia Division in Marietta, Georgia, where Lockheed is proud to operate Government Aircraft Plant No. 6 (GAP-6), the nation's largest integrated aircraft factory.

This is the Lockheed XPV-1 Vertical Ascender, a revolutionary new concept of aircraft developed in cooperation with the U.S. Navy, Now, every thip can have its own protective fighter umbrella, every area the fixe of an ordinary back yard can become a landing field.





NEW NAVY ADVANCED JET TRAINER. Often called the world's safest jet airplane, Lockheed's new T2V-1 advanced trainer for the U.S. Navy has so many new safety and performance features it can be used for carrier landing and takeoff and can utilize existing short fields for propeller aircraft. By training better jet pilots quicker, this trainer boosts Navy's ability to protect America. Another product of close Navy-Lockheed design teamwork.

#### ADVANCED GUIDED MISSILE SYSTEMS DEVELOPMENT

Emment scientists, nuclear physicists, and engineers have joined forces at Lockheed's new Missile Systems Division in Van Nuys, California. Their mission is to solve the nation's prime defense problem, to give our armed forces totally reliable means of delivering our defensive and retaliatory weapons to their targets. To accomplish this vital task, Lockheed has appropriated \$10,000,000 for a program of laboratory research and development.

## Lockheed

AIRCRAFT CORPORATION

California Divinon-Burbank, California Georgia Divinon-Marietta, Georgia Missile Systems Division-Van Nuys, California Lockheed Aircraft Service-Burbank, California Lockheed Air Terminal-Burbank, California

LOOK TO LOCKHEED
POR LEADERSHIP

NEWEST SUB HUNTER is the Navy's latest version of the Lockheed P2V Neptune Patrol Bomber, a rugged, radar-laden flying scottnel with many secret missions. Its primary job, patrolling coastal waters to detect presence of unidentified submarines.





## THE IVY LOOK



HOUSTON INSURANCE BROKER Alex Dearborn, Swaree '50 wears classe three rotters in acigns from representative of New York's Class.



ATLANTA AIRLINE EXECUTIVE William Magill. University of Chattan orga '38, wears "natural look" gray suit from Rich's department store

## HEADS ACROSS U.S.

#### Natural-shouldered suit becomes a new male uniform

The "Ivy League look," identified with determinently inconspicuous New England males for over 50 years at a with Mainson Avenue advertising men for the past IO, has now got out of eastern hands and is making its way across the country (left and below). It has also got away from upper-bracket tailors and into the hands of in-rate detirers like "a kle it, whose advertisement (right) gives as complete and compact a definition of the look as has ever been written. The popularity of the natural-looking suit has widened quickly in the last two years as

men became dissatished with pale bulky suits and flashy ties left over from their political splarge. Although the authentic Madison Avenue uniform perpetuated by Brooks Brothers and campus-originated stops like J. Press  $(p, \beta \theta)$  has nonexistent shoulders and his so snugly that it looks a size too small, facsimiles from volume clothing manufacturers and to lors are less severe in cut. To reaffirm their individualism beleaguered by Leaguers are considering adding a fourth button to their jackets or resorting to a radical new silhouette (p, 72).

#### S. KLEIN-THURSDAY 10 A.M.



NEW YORK BARGAIN is right on soit, ignores mandatory white botton-down shirt, striped he,

LOS ANGELES PRESS AGENT DON HELLER, OCCIDENTAL '19, WEARS GRAY WORSTED SEMICUSTOM "IVY" SLIT FROM LOCAL TAILOR, BOSHARD AND DOLGHTY



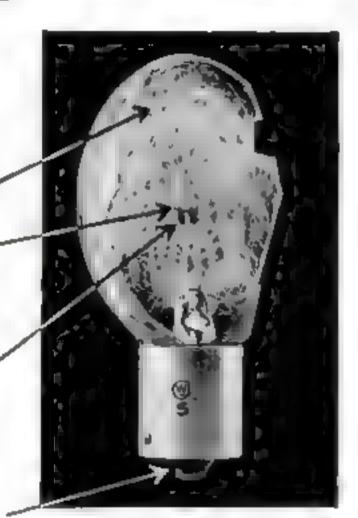
# Westinghouse GUARANTEES every flash bulb fires...or you get A NEW BULB!

### Why only Westinghouse makes this offer

4 SURE-FIRE FEATURES

MEAN "ONE SHOT"
PHOTOS EVERY TIME

- 1 Precision-cut aluminum foil insures full flashing power.
- 2 Extra-fine filament provides sure-fire operation, even with weak batteries.
- 3 Super-sensitive Zirconium triggering element gives instant response.
- 4 Pre-polished base for positive socket contact.



#### **HOW THE GUARANTEE WORKS**



Regardless of the age or cost of your camera or flashgun, if a Westinghouse bulb ever misses, your dealer will give you a brand new bulb. Simply return it to the store where you boughtit. Nothing to sign, nothing to sendaway.

YOU CAN BE SURE...IF IT'S



# Westinghouse

TUNE IN TY'S TOP DRAMATIC SHOWS ... WESTINGHOUSE STUDIO ONE AND BEST OF BROADWAY



PRESS FAMILY PORTRAIT in New Haven shows uniformly dressed salesmen standing behind founder's sons, Irving, Yale '26 (left), and Paul.

#### ITS HOME IN NEW HAVEN

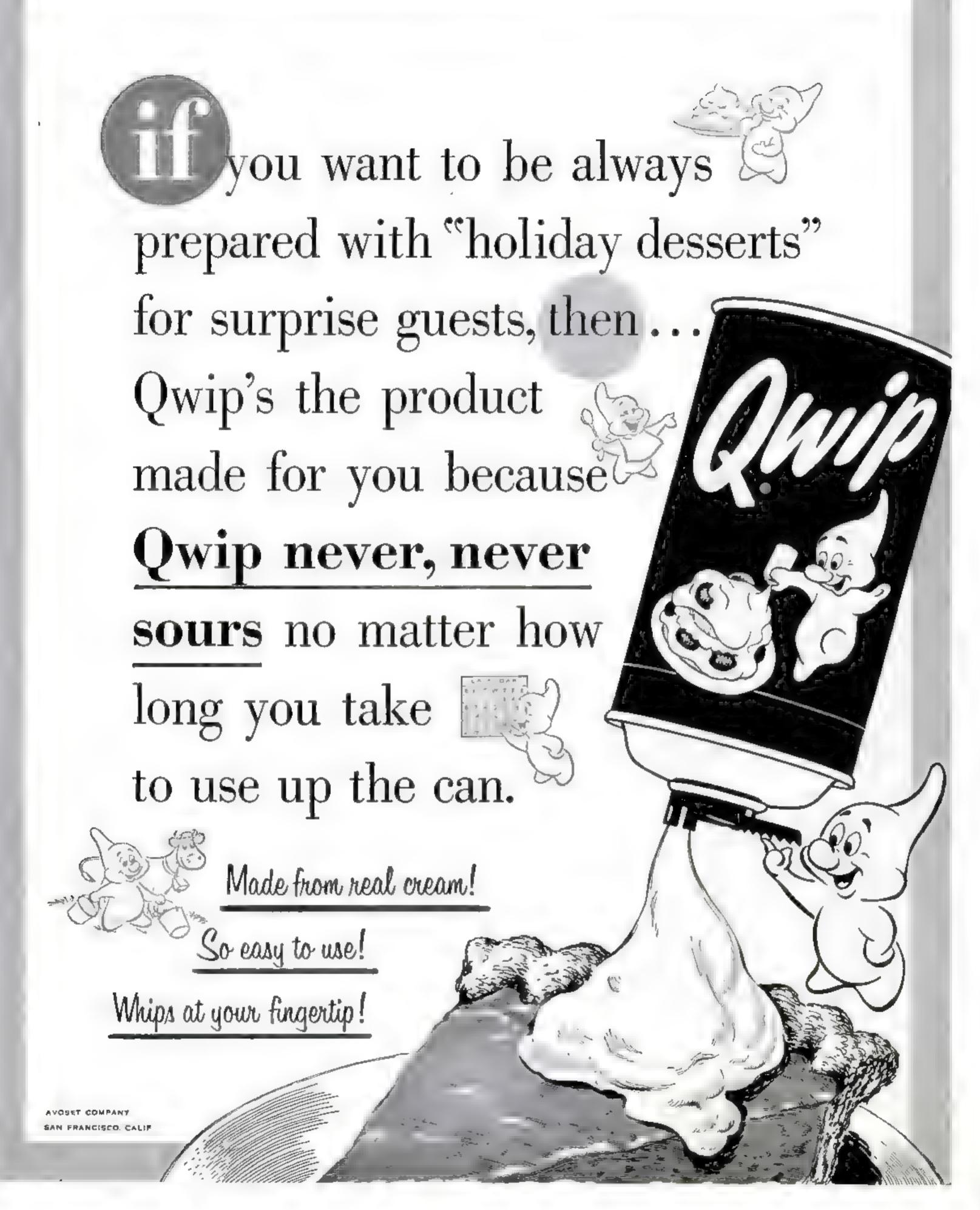
A New Haven institution which rivals Yale in some well-tailored hearts is J. Press, established in 1902 and now carried on by the founder's two sons. Its slopeshouldered product, which the Press boys consider the only acceptable dress for a normal Yale man, has scarcely changed over the years. Press has branch stores in New York and in Cambridge and maintains traveling representatives to replenish the wardrobes of scattered alumni customers. Sometimes regarded as more of a club than a clothes shop, J. Press is delighted rather than dismayed that its look is now capturing the country.



YALE TACKLE Philip Tarasovic tries to minimize heroic shoulders,



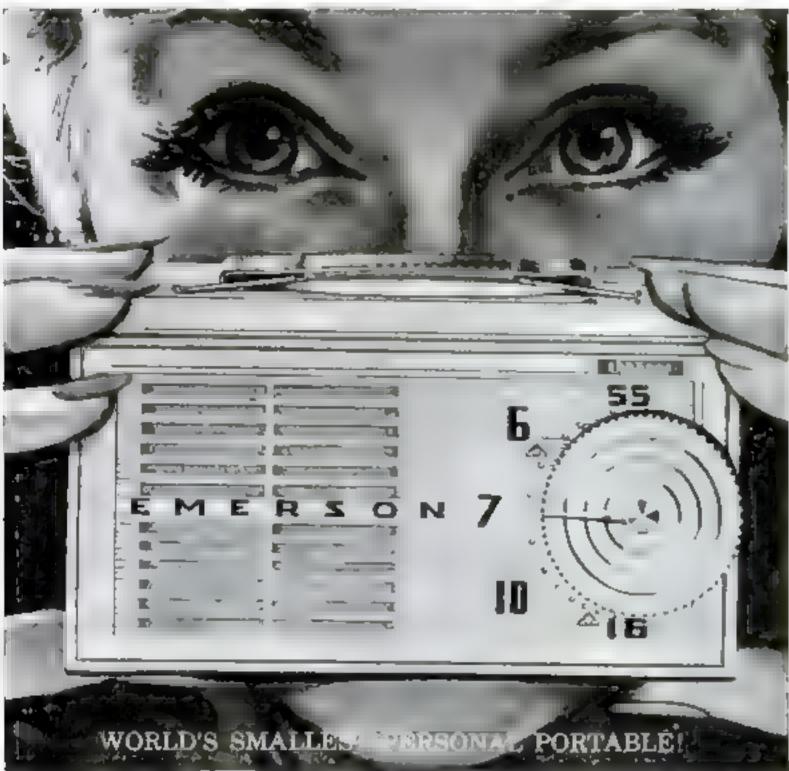
ODD JACKET, a style supposedly begun by a Yale student in 1928, is fitted to James M. Brown III, Yale '56, in the same tweed worn by Press salesman.



World's smartest, most useful gift...

## the Hmerson

## "POCKET RADIO"



Emerson "Pocket Radio"s Model 747, \$40, including batteries.

So small ... it slips into a man's breast pocket!



So small ... it tucks in a woman's purse!



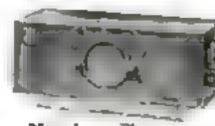
- Most compact radio ever made!
- Weighs less than a pound!
- Startling "big-radio" volume!
- Unusual fidelity to sound!
- Made with Swiss-watch precision!
- Gem-like case in Decorator colors!

See the wide variety of Emerson Clock Radios, Portables, Hi-Fi Instruments, Phonographs, Radio-Phonograph Combinations and Table Radios priced as low as \$16.95

SHOP-LOOK-LISTEN
-AND YOU'LL BUY







New! Clock Radio, Model 826. Clock Radios, from \$24.95

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!

THE IVY LOOK CONTINUED

## IS THIS THE NEXT LOOK?



DRASTIC ALTERNATIVE FOR IVY, the "moderate Edwardian" silhouette now available only from custom tailors, appears in tweed suit worn by New York Publicist Patrick O'Higgins, Made by Bernard Weatherill, it combines features of British riding clothes and a guardsman's uniform. Jacket flares in back and is four inches longer than usual. Pockets are at a deep slant and buttons on sleeve actually unfasten. Tapered pants are 15½ inches at cuff.



ENTUCKY STRAIGHT BOURBON WHISKEY . 100 PROOF . BOTTLED IN BOND . THE OLD GRAND DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY



## SIGHT TO SEE

Queen mother is hit of the ball

Guy Lombardo's orchestra played bravely on in New York's Seventh Regiment Armory, but the crowd preterred to stare at the queen of the ball rather than dance. In her jeweled dres, and hamond trara. Queen Mother Elizabeth, who the day before had been given an honorary degree by Columbia University, attended a party given

by the Associated Commonwealth Someties of New York. As she chatted with dignitaries, honor guards kept the guests moving so that everybody could have a close look. The queen mother delinot famile, but the suchestra played her request numbers. Her There, Hern indo's Hidemony and People Will Soy We're in Love,



## NEW <u>Greaseless</u> way to keep your hair neat all day

### New Vitalis with V-7 relieves dryness, makes hair easy to manage

The gentleman above manages to keep his hair in excellent condition from morning till night—and he does it without grease! He uses new Vitalis with V-7.

You'll find no animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

#### You can use it often even every day

Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection from dry, brittle hair and parched scalp — whether they're caused by outdoor exposure or your morning shower.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. He's an expert on making your hair look its best.

"My hair is dry and stubborn so I use Vitalis every day "

Hear the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:30 P. M., E. S. T.



## "TISSUE TEST" proves greaseless Vitalis outdates messy oils







THE STATE OF THE S

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unrelouched photographs above show the difference in results!

## **NEW VITALIS® HAIR TONIC WITH V-7®**

A PRODUCT OF BRISTOL-MYERS





## AUTHOR LEADS HIS ACTORS





AT REHEARSAL, Odets behaves like a symphony conductor, urging and cajoling actors and exploding with approval when they do well.

## Playwright Clifford Odets undertakes the hard job of launching his new comedy

Special kinds of Broadway agony attach to a playwright watching his play go into rehearsal, and to a director putting a play through its rehearsal weeks. In a big bare room, Chifford Odets, celebrated as a playwright, was dovetailing these agonies by directing his own new comedy, The Flowering Peach, which will open on Broadway next month. Treating his actors gently, like a father teaching his child to walk, Odets went

over the tone, the tempo, the motivation of every sentence. The actors, for the most part, had the lines memorized so they could concentrate on learning the action of the play, a biblical comedy of Noah's struggles to launch his ark amidst his own family squabbles. The sessions were deceptively gentle, for under them—as at all rehearsals—lay the tense, urgent drive to attain perfection in a few short weeks of practice.

ACTRESS JANICE RULE, WHO PLAYS NOAH'S SENSITIVE DAUGHTER-IN-LAW, LISTENS INTENTLY WITH ANOTHER ACTOR AS THE DIRECTOR EXPLAINS A SCENE



# Don't get stuck in snow stush



## Start and Stop SAFELY all Winter

The General Winter-Cleat takes the work and worry out of Winter driving.

Until you've driven a car with a pair on the rear wheels, you can't imagine how safe and easy driving through snow, slush and mud can be.

#### Reserve a Pair for Your Rear Wheels NOW!

Don't wait for the first storm to bog you down. See your General Tire Dealer now. He will reserve a pair in the proper size. General Winter-Cleats are also available with white sidewalls.



NO BOGGING DOWN—even in hub-deep mud. Power-traction General Winter-Cleats take soft, rutted, unimproved roads in stride.





NO SPINNING — NO SKIDDING getting away from ice-rutted curbs. General Winter-Cleat power-traction pulls you away easily, quickly.



NO SLIPPING — NO SLIDING on inclined driveways. General Winter-Cleat power-traction makes the going effortless.

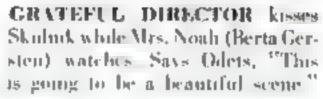


## BROADWAY REHEARSAL

AS NOAH, Menasha Skulnik rehearses a scene in which he confesses to God he is too little a man for the big job of building the ark.

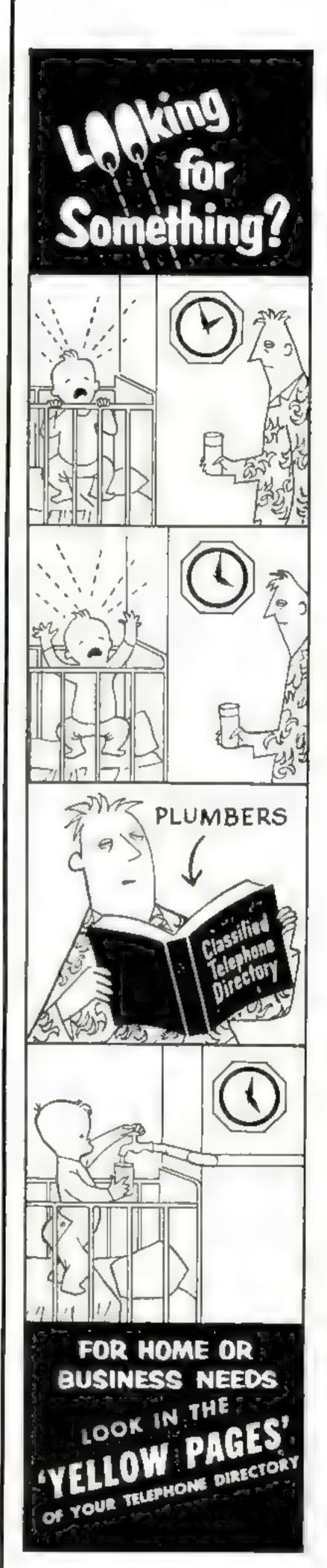


NOAIPS SON (Martin Riti) says to his frantic father, "Everybody in this room loves you, but nobady thinks you're in your right mind"





CONTINUED ON NEXT PAGE





#### The most magnificent doll ever made!

The youngster who gets wonderful Sweet Sue for Christmas will really believe in Santa Claus! Sweet Sue is ofe size - 31 Inches Tail - The Nearest Possible Thing To A 3 Year Old Child She has soft, curly, natural looking, rooted Saran hair that can be washed, combed, brushed and set.

She can walk, stand, sit, kneel — do things no other doll can do because she is fully jointed at elbows and knees. Sweet Sue is dressed like a dream in the height of Jashian from school girl to bride.

From \$24.98 at leading stores everywhere • For a free 32 page catalog write

American Character Doll Co. • 200 Fifth Ave., New York 10, N. Y.

She has ROOTED SARAN HAIR that can't pull out



POINTING TO THE SKY, where the dove is soon expect to comme, Odels district June Rele (h.ft) to convex a most of hear in an eigen-





AT BREAK IN REHEARSAL Sould k puts arm around Odets as they continue the night and reassure each other that the play researsals are going time





ABRIGHT NEW FRESHNESS greets your eyes and tells you: Buick's done it again.

You see it in the bold distinction of that gleaning Wide-Screen Grille. You see it in the rakish sweep of the rear-end contours. You see it in the whole fore-and-aft newness of fleetlined grace that marks Buick the beauty thrill of 1955.

#### New horsepower-up to 236

You learn more when you get the power story. Up to new peaks go the horsepowers of every Buick V8 engine — a walloping 188 hp in the low-price Special — a mighty 236 hp in the Century, Super and Roadwaster.

And it's new, more responsive, far abler power you can literally feel as you go.

But even bigger Buick news for 1955 is something more than style and power. It's what the "variable pitch propeller" now has done for Dynaflow Drive.

#### Up goes performance—and gas mileage too

When you find it necessary to push the pedal to the floor board, you do more than call on the greatest high-compression V8 power in Buick history.

You do what a pilot does when he heads his plane down a runway.

You do in oil what he does in air—you cut down take-off time by using "variable pitch propellers."

In this case, the propeller blades are inside the Dynaflow unit. But they're engineered to swivel or change their "pitch" just



But this year, "seeing" is only the beginning. So—while you when Better Automobiles are built join the crowds viewing the new Buicks this week end, make a BUICK WILL BUILD THEM

\*Standard on Roadmaster optional at extra rost on other Series.

date to get behind the wheel as soon as you possibly can.

We promise you the thrill of the year.



## For easy days...



## Perfect Rice Without Cooking!

- 1. It's prepared instantly. Just add Minute Rice to boiling water!
- 2. It's trouble-free. No washing! No boiling! No draining! No sticky pans!
- 3. It's foolproof. White, fluffy delicious rice—perfect every time!
- 4. It's just plain good eating—the easiest way to round out a well-balanced meal! Product of General Foods

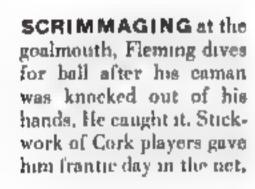
## **SPORTS**

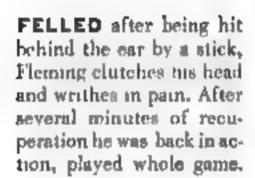
## THE HAVOC OF HURLING

## Irish champions demonstrate their rough sport

Hurling, the Irish national game, is a sport in which teams of strong young men in short pants line up 15 to a side with spoon-shaped shille-laghs called camans and try to but a hard, leather-covered ball into each other's goal. A blend of field hockey and lacrosse, the game is played regularly by enthusiastic Irish-American emigrees in New York from early spring almost to winter. The big event of the 1954 season took place when County Cork, the All-Ireland champions, came over to play an all-star team of New Yorkers at the Polo Grounds. Although the rules forbid swinging at an opponent with a stick or fist, players were felled throughout the game (below and next page). The bloody violence, said Christy Ring who led the Irish team to a 29–19 triumph, was routine. "It was nothing," he remarked, "compared to when we play at home."

LEAPING in vain, New York goal tender Patrick Fleming misses high shot which passes over crossbar for a one-pointer. Ball hit into the net is scored a goal, worth three points.









For a happy change
to a lighter highball,
cocktail or straight drink.

## CORONET v.s.q. BRANDY



BRANDY DIST. CORP., 350 FIFTH AVENUE, N. Y. I., N. Y. . CALIFORNIA GRAPE BRANDY . 84 PROOF

## Hurling Havec CONTINUED



RIVAL TEAMS come on field. County Cork (left) was led by Captain Christy Ring, Ireland's greatest hurler, New York by Tipperary-born John Kennedy.



BLEEDING CAPTAIN Kennedy leaves field after only two minutes of play with gash in forehead. Doctors stitched wound and he played second half.

CONTINUED ON PAGE 19



## A tiptoe touch...so easy to use

## ... a new kind of electric typewriter

You and your boss should compare what your present machine does for you with the five chief advantages of the new Royal Electric. All set?

Speed-flo Keyboard. Race through "Now is the time for all good men, etc.," or any speed sentence. Or, start copying a difficult invoice.

Immediately, you'll discover that here is a lighter, smoother, faster touch than that found on any electric typewriter yet designed. Your Royal Representative will show you the seven major keyboard improvements that make it possible.

Repeat Keys. Try them once and you'll say, "This is really living on a typewriter!" Automatically

underscore all across the page . . . or make hyphens . . . or space backward and forward—just by holding down the appropriate repeat key.

You can't make a mistake, because on the new Royal Electric the repeat keys are independent of the regular keys. A Royal Electric exclusive!

Instant Space-Up Key. Ever been in the middle of a line and wanted to space up without reaching for the carriage knobs? The commonest situation is "Yours truly" with the writer's name about four spaces below. On the new Royal Electric, the *Instant Space-Up Key* clicks up as many spaces as you like? Simple. What could be simpler?

Copy Control. Carbons that look like a very shaggy dog turn up in every office. Lady, relax! Sparkling carbons now are your meat with this major improvement. Just have the Royal Representative show it to you.

Quiet Carriage Return Mechanism. Remember how carriages used to come bouncing back with a jolt that would jar your back teeth? *Not now. No. sir!* Royal's new mechanism is the quietest, smoothest, and fastest in the field.

Coming in a variety of colors, the new Royal Electric is a joy to the eye . . . easy as pie to use. Ask for a demonstration.

World's largest manufacturer of typewriters...



electric portable standard roytype business supplies



"THANKS IVING DINNER," by John Gannam Aumber 1 in the series. "H ne 1 fe in America"

In this friendly, freedom-loving land of ours... Beer Belongs—Enjoy It!

BEER AND ALE-AMERICA'S BEVERAGES OF MODERATION Sponsored by the United States Brewers Foundation . . . Chartered 1862



### Hurling Havoc CONTINUED







JOCKEYING FOR POSITION is what Insh call the type of holy docking being performed above by New York's Desmond Done has 200 a fell back, and Cork's William Dowling (14), a full forward. Vide the of exchanges is considered quite proper and neither man hore any grudge at game's end.





Munsingwear -shirt with nylon-reinforced neckband\* that holds its shape forever

Look for the T-shirt with the green "T" sticker!

Munsingwear's Nylon-reinforced neckband can't sag ever!

Knit of premium combed cotton . . . light-in-weight,

strong-in-body with the guaranteed non-sag neckband!

\$150

Guaranteed not to shrink out of fit



Munsingwear

Stretchy-seat Brief. Exclusive seat panel stretches up and down as you bend! Patented comfort pouch can't chafe!

Munsingwear for men's and boys' underwear, sleepwear and sports shirts. Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. Manufactured and sold in Canada by Stanfield's, Ltd.



A BEAR HUG for the hero is given Christy Ring by jubilant midfielder Joe Twomey after Cork's decisive triumph. Ring scored a total of eight points.



A NIP is taken after the game by New Yorker Joe Looney in players' locker room. Like all his teammates, he learned to play hurling as a boy in Ireland.



## How do Italians make Spaghetti Sauce? With meat—like this!

HOW LONG has it been since you sat down to such a tantalizing dish? Steaming spaghetti, topped with a rich, thick meat sauce that tastes just exactly like the slow-simmered kind Italians make.

In this case, the meat sauce is FRANCO-AMERICAN Spaghetti Sauce. And of all spaghetti sauces, we believe you'll agree it tastes the most like "home."

The recipe for it is quite complicated and

"Italian." First of all, it includes meat—fine quality beef, chopped into juicy bits. And there are thirteen other ingredients—such as onions and parsley and garlic and tomatoes and spices.

If you cooked a sauce like this at home, it would take you hours to prepare. But when you serve FRANCO-AMERICAN Spaghetti Sauce, all you do is heat it! Three or four minutes—and you're ready to ladle it out.

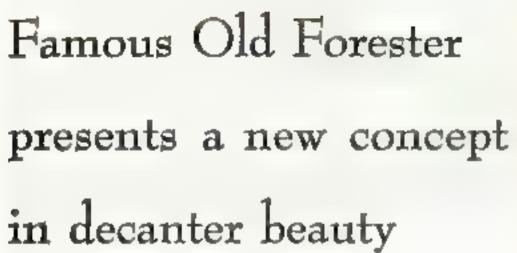
Just for fun, see how many people ask you for the recipe when you serve this "home-made" Italian-style sauce. (You can tell them it's a deep, dark secret. It is.)

Best of all, this enticing, homey-tasting sauce costs less than 8 cents a serving!

## Franco-American

Spaghetti Sauce with MEAT





The season's most distinctive gift decanter...created by Raymond Loewy Associates, world-famous designers, to complement this finest of all bourbons...each crystal-bright decanter contains the same bonded Old Forester famous since 1870...
"there is nothing better in the market."





THEIR CROPS SUPPORTED BY TIGHT-FITTING, COLORFUL HALTERS, A PAIR OF TEXAS GOBBLERS (FOREGROUND) AND FIVE HENS STAND ABOUT IN A BARNYARD

## GAILY GARBED GOBBLERS

## Texas farmwoman's snug halters support her turkeys' sagging crops and boost their market value

Pecking away in the barnyard, turkevs fill up their crops with food, which normally then passes to the stomach. But occasionally a bird's crop grows so enlarged it retains food indefinitely, swells out and sags like a goiter. This defect, called "pendulous crop" and possibly an inherited tendency, detracts from the market value of the bird. Discovering

pendulous birds on her turkey farm, Mrs. Wyatt McLaughlin of Lockney. Texas tried massage and surgery without success. Then she turned to the well-established principles of the lingerie trade. Sewing together halters, she fitted them to the birds, found they uplifted the crops gently but firmly, reducing the sag and allowing grain to pass along more easily.





WITH HIS TRUSTY GLASS, ZOLTAN HARASZTI EXAMINES A RARE BOOK IN THE BOSTON PUBLIC LIBRARY

## A VERY PROPER SWINDLE

## Expert uncovers century-old masterpiece of thievery by three Bostonians of three of world's rarest books

by ROBERT WALLACE

A FINE old crime has a charm and an aroma that no raw new product can imitate. Here is a delicate little masterpiece without a hint of violence or a whisper of bad taste, in which all that happened was that three Bostonians stole three books. So skillful was the job that it was 25 years before the victims even realized that they had been superlatively diddled. Today, a century afterward, the rich bouquet of it all is just beginning to develop. It seems that the book involved in the most famous sale of recent times is—as the term is applied to stolen goods—a hot item.

The story of the crime has never before been told in all its succulent detail. In fact it was only a few moments ago, as the life of this deplorable but immortal accomplishment is measured, that the last frag-

ments of it were pieced together by Mr. Zoltán Haraszti, Keeper of Rare Books at the Boston Public Library. A few cloistered bibliophiles have known of it, but even their knowledge has been incomplete until now.

Recently Mr. Haraszti, a scholar and an authority on John Adams (John Adams & the Prophets of Progress), sent into the library's vaults for a valuable volume he wished to examine. Mr. Haraszti has been delving into the old mystery for some time and had concluded that he might possibly find something of interest in that particular rare book.

The book that Mr. Haraszti wished to look at was encased in a little box of leather. He opened it, removed the book and opened the book to its flyleaf. He stared with great curiosity at the

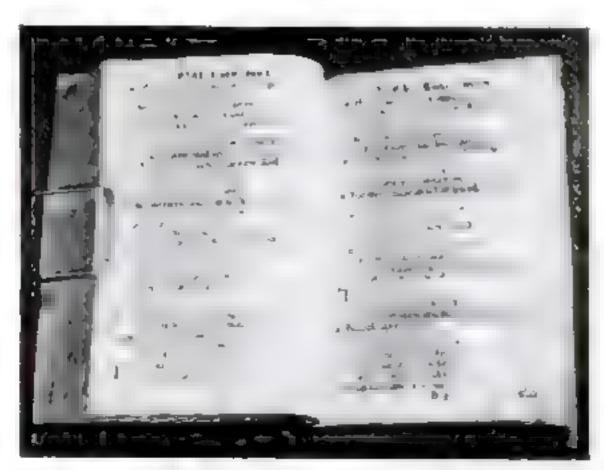
flyleaf, turned the book to and fro to catch the light. When he held it just so, he saw a very dim, faded—and very cryptic—note in pencil. Mr. Haraszti read the note. His were the first eyes to read it, very likely, in a century. It irritated him; indeed, it made him angry, because he had the knowledge to understand it in all its peculiar significance.

Time is like an onion with layers that can be peeled off. To understand Mr. Haraszti's anger one must begin by peeling off nearly eight years.

ON the evening of Jan. 28, 1947, at the Parke-Bernet Galleries in New York City, there occurred an exceedingly dramatic auction. The object for sale was a little book, about the size and shape of a

25¢ drugstore paperback, which was 307 years old. Most of the people who had gathered to make offers, or simply to watch, were in evening clothes, as a gesture of respect not for each other or the galleries but for the book. The connoisseurs in the audience were scarcely surprised when the auctioneer announced an opening bid of \$30,000, although a few sightseers gasped.

For several minutes the crowd sat murmuring, but no other offer was made. Then the Scribner Book Store and a representative of Bibliophile A.S.W. Rosenbach edged into the deep water. Scribner's was represented by David Randall, who was prepared to bid up to a startling figure—\$90,000. Rosenbach was represented by John Fleming, who also was prepared to go very high, although he thought he might



"HOT" PRAYER BOOK, one of the three that were swiped, found its way to Brown University where it is now in glass case.



There's nothing seasonal about thirst. And nothing that answers thirst like Sunkist Frozen Lemonade! So it does make sense to enjoy it any time you want refreshment.

So healthful, too. Sunkist Frozen Lemonade is a natural fruit-juice drink. And it's a good source of the vitamin C you need daily in winter to ward off colds.

Sunkist is the brand to get. Produced by the Sunkist Growers themselves from their own fine, juicy California lemons. The best-yet it costs only a few cents a glass.

TREATS TO ENJOY WITH SUNKIST FROZEN LEMONADE





HIGH BIDDER A S.W Rosenbach studies his p we Bay Psaim Book after agent has bought it for him at auction.

#### VERY PROPER SWINDLE CONTINUED

get the book for about \$85,000. But unlike Randall, Floming had no established ceiling. His employer, Dr. Abraham Simon Wolf Rosenbach, was then—he died two years ago—the world's foremost rare book dealer, and a wealthy man.

Fleming and Randall kept up a slow, steady battle for perhaps half an hour. When the bidding reached \$72,000 the most knowledgeable of the spectators were in a state of great tension and excitement, realizing that that sum was a major landmark in the history of book collecting. In 1933 John Fleming, representing Dr. Rosenbach, had bought a First Folio of Shakespeare for \$72,000, which had stood until this evening as the largest price ever paid for a book in the English language sold at public auction.

The two rare-book men, wrapped in struggle, gave no sign that \$72,000 meant any more to them than 72¢. Presently the bidding reached \$80,000.

The little volume on display in the glass case was called the Bay Psalm Book: its correct title was The Whole Booke of Psalmes Faithfully Translated into English Metre. This particular copy was described in the auction catalog as the "Crowninshield-Stevens-Brinley-Vanderbilt-Whitney" copy, the names denoting its previous owners. Its most recent owner had been the late Gertrude Vanderbilt Whitney.

Fleming and Randall kept on. Randall, who had thought his \$90,000 would be ample, could see defeat ahead. Nevertheless he made his final bid boldly, as though he were well prepared to continue. When Fleming topped it, Randall dropped out. For a moment it appeared that Fleming would get the book at that point, but then suddenly a new bidder appeared. Up rose Mr. Cornelius Vanderbilt ("Sonny") Whitney, son of the book's late owner, saying in a firm voice, "One hundred thousand dollars."

Fleming felt as though he had been stabbed but gave no outward sign. He glanced briefly at Sonny and topped his bid by \$1,000.

When Whitney made it \$105,000, Fleming again raised him \$1,000, and here the true bibliophiles in the audience flirted with thrombosis. The highest price paid at a public sale for any book anywhere at any time had been \$106,000, given in 1926 by Dr. Rosenbach for a Gutenberg Bible.

"One hundred ten thousand dollars," said Sonny.

Fleming quietly raised another \$1,000.

"One hundred fifteen thousand dollars," said Sonny.

Fleming bid \$116,000.

"One hundred twenty thousand dollars," said Sonny.

Fleming had maneuvered himself into a small strategic advantage. He could raise \$1,000 at a time while Whitney, already committed to the steamroller technique, had to raise by \$4,000 or appear to be quibbling. The bidding continued in this way until it reached \$150,000. At that point, Cornelius Vanderbilt Whitney was through.

"One hundred fifty one thousand dollars," bid Fleming grimly,

Spark Avenue
special



MARSBAR

LIKE A CHOCOLATE NUT SUNDAE

Howest to Guadress MILE CHOCOLATE







DASTED WHOLE ALMENOS

TREAMY MOULA



with the world's newest shaver-most compact,

yet most powerful - and Super-Honed for Super-Shaves!

From this Christmas on, make his daily life easier—much easier—by giving him a New Custom Schick—the most modern electric shaver made!

Not only will the New Custom Schick free him forever from the muss and scrape of blade shaving, but it will give him close, clean shaves with a new kind of luxury! For the New Custom Schick has an exclusive Bulk-Free Design. It packs the most amount of power into the least amount of

space. It is also the only shaver with heads just the right size to get every whisker, everywhere on a man's face! And it's the only shaver that's Super-Honed for Super-Shaves.

The result? The smoothest, cleanest shaves a man ever had—and the easiest!

What a handsome gift, too! Packed in a new, slim, Space-Saver Caddie Case that doubles as a traveling case and a handsome shaver holder for his bathroom shelf!



#### FREE After-Christmas HOME TRIAL

Simply ask your dealer for a New Custom Schick on a Free Home Trial. Let your man shave with it for 14 days after Christman Day. Then, he must want to keep it — or return it to your dealer for a full refund! It's a luxury gift—and a no-risk gift!



P.S. — For the budgetminded—The Popular SCHICK "20" with Caddle Case, only \$26.50 New Custom Schick

with Space-Saver Caddie Case, \$2875

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

#### VERY PROPER SWINDLE CONTINUED

and the book was his. More accurately, the book was Rosenbach's, and more accurately still it was the Yale library's, the Rosenbach Company having acted as agent for a group of people who wanted

to present it to the university as a gift.

Although it is a very tidy, in fact immaculate, sum, \$151,000 is not the highest price ever paid for any written or printed book but merely the highest price an individual has ever paid. Governments and institutions have topped it on two occasions. The alltime record, as far as anyone knows, is \$511,250 paid by the government of Great Britain for a manuscript Bible called the Codex Smarticus. The second highest price on record is \$165,000 for the Bedford Psalter and Hours and the \$151,000 for the Bay Psalm Book is third. However, there are some things about this particular \$151,000 book more interesting than its price. It is one of three expertly filched a century ago by three very proper thieves.

Now one must peel a great many more layers off the onion.

TN September 1638, 18 years after the landing of the Pilgrims, the ship John arrived in the Massachusetts Bay Colony from London, carrying the first printing press ever to be set up in what is now the U.S. The press was established in Cambridge and operated by a locksmith named Stephen Daye. The first thing Daye printed was the Freeman's Oath, a broadside; the second was an almanae, a pamphlet. The third was the Bay Psalm Book, the first book and in point of survival the earliest printed matter, no copy of the Oath or the almanac having endured.

The Pilgrims brought with them from England various established translations of the Psalms but dishked them all. So the ministers of the colony (in that day, any man educated for the ministry could read Greek, Latin and Hebrew) took a portion each to be translated, and produced their own, Puritan versions. "Thurty pious ministers" in all worked on the translations, the chief being Richard Mather, Cotton's grandfather. The poetry was terrible; what they did to the 23rd Psalm will stand forever as a warning that Puritans should keep their bony fingers out of literature.

> The Lord to me a shepheard is, want therefore shall not I. Hee in the folds of tender-grasse, doth cause mee down to lie: To waters calme me gently leads Restore my soule doth hee. He doth in paths of righteousness: for his names sake leade mee . . .

The book is printed in octavo and has 147 leaves, or 294 pages. The title page has a crude ornamental border, with the date 1640 at the bottom. The edition consisted of 1,700 copies, enough for each family in the colony to have one. Of all of these, only 11 are known to have survived. Four are perfect (though one of these is "made up" with alien leaves and another is bailly soiled); three slightly flawed; and five incomplete, lacking a varying number of leaves. The book is therefore valued because of its physical rarity,

not its beauty, and because as an expression of the American spirit it must be put on the same shelf with the original copies of the Declaration of

Independence and the Constitution. In 1703, when the book was still relatively common in New England, the Reverend Thomas Prince of Boston began to collect the great "New England library" which he bequeathed in 1758 to the Old South Church, of which he was pastor for 40 years. In his 55 years as book collector, Prince managed to lay his hands on no fewer than five copies of the Bay Psalm Book. He was very well aware of their worth. In his will he was explicit beyond question. He stipulated that his library "be kept entire." His books were to remain



ORIGINAL OWNER of books was Thomas Prince, pastor of Old South Church,

together in the library not for a decent interval, or a century, but unequivocably "forever." When the Reverend Thomas Prince

said "forever," he meant forever.

Around 1820 a portion of the Prince library was sent to the Massachusetts Historical Society, upon which the Rev. Mr. Prince's shade must have ground its ethereal teeth. In 1866 the whole collection was reunited and deposited in the Boston Public Library, where it has remained ever since. But by that time only two of the five copies of the Bay Psalm Book remained: the other three had been "given" away.

CONTINUED ON NEXT PAGE

Message... to the Homeowner, Merchant, Manufacturer and other Businessmen:

.... Now you can pay Insurance Premiums the new, modern way ... in Suitable Installments!



Housewives and haberdashers-bachelors and businesses—all are acclaiming the new plan that makes it possible for you to pay your fire, auto, casualty and marine insurance premiums in convenient monthly installments.

This streamlined service cushions the impact of sizeable insurance premiums—helps you conserve your cash position and budget premiums in an orderly, confusion-free manner. You save worry, too, because the plan enables you to make certain your coverage is proper and adequate.

Here are the facts:

- Premiums covering fire, marine, inland marine, automobile, and casualty policies can be budgeted in advance and paid in regular equal installments.
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- Budget contracts may be arranged in a number of different ways—to best suit the requirements of the individual or business.

Your premiums will be financed at reasonable rates through AFCO Incorporated, 100 William Street, New York 38, N. Y. Full information is available and all arrangementa can be made quickly and conveniently at your America Fore agent's office.



For the name of a nearby America Fore agent, call Western Union by number and ask for Operator 25.



- The Continental Insurance Company
  - \* Niagara Fire Insurance Company
- 🖈 Fidelity-Phenix Fire Insurance Company
- \* American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York



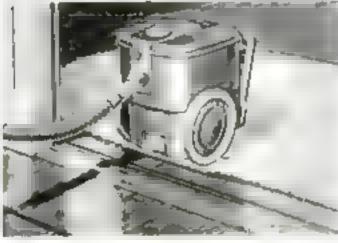
The most sensational vacuum cleaner of all time!

the ALL NEW 1955

PLUS



ONLY LEWYT ROLLS READY-TO-USE from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



only LEWYT ROLLS OVER SCATTER RUGS, door salls, from bare floors to deep carpet! Not only swivels but rolls room-to-room — no lugging or tugging!



only LEWYT Rolls with all roots everywhere you go\* -- no chasing back and forth! Tools ride compactly behind, don't scretch your furniture!

\*Tool Rack for back of Lewyt and Wall Rack for closet, optional at small extra cost.

## on big wheels

It's here! The world's FIRST and ONLY cleaner that swivels and rolls effortlessly all through the house!

No lifting or carrying—it's on BIG RUBBER WHEELS!

AND—in this great new Lewyt you get more power...instant dust disposal... unequalled quietness! It's today's greatest value—see it at 10,000 dealers coast-to-coast!

Instant dust disposal. Flip open hinged top, toss out "Speed Sak" No clamps to undo! No dust bag to empty!

NEW Turbo Motor plus No. 80 Carpet Nossle clean rugs 4 ways at every stroke!

NEW! "Power Dio!" for exact suction!

Allergy-proof filter system! New compact, square shape! New deodorszer!

Comes with all tools to clean floor-to-ceiling! For nearest dealer look under "vacuum cleaners" in your phone book.

OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

DO IT WITH LEWYT

for closes, optional at small extra cost. LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

#### VERY PROPER SWINDLE CONTINUED

DWARD A. CROWNINSHIELD, whose name is listed as "first" owner (after Prince) of the \$151,000 copy which was sold at the auction, was a wealthy adornment to Boston society. He is memorialized in the *Proceedings of the Massachusetts Historical Society* for 1879–80. To save one the trouble of having to go downstairs to consult one's copy of the work, parts of the memoir are here quoted: "He was a man of very prepossessing manners



EDWARD CROWNINSHIELD

and appearance.... Born to a competent estate... he had a love of literature and a love of books which supplied him with object and purpose.... In his acquisitions he was guided by knowledge, sagacity and, above all, exquisite taste. He wanted the best editions of the hest books, and not only that, but that they should be bound in the nicest and most appropriate manner. His library was not very extensive, but it was very choice. ... His mind, his manners, his speech exhaled the fine perfume of scholarship and cultivation. ..."

In contrast to the elegant Mr. Crowninshield, Samuel T. Armstrong was something of a bourgeois. It is true that Samuel T. Armstrong served as lieutenant governor of Massachusetts from 1833 to 1835, serving briefly in the latter year as acting governor. But

he was, alas, an ordinary sort of fellow. Daniel Webster knew him, and scorned him as "one of the common people." However, Samuel T. Armstrong, in the latter years of his life, occupied a position of considerable interest to Mr. Crowninshield. Mr. Armstrong was a deacon of the Old South Church.

On the fiyleaf of one of the two copies of the Bay Psalm Book which still remain in the Prince Library (i.e., in the Boston Public Library) there is the dim, cryptic note in pencil which Mr. Zoltán Haraszti recently discovered. It says: "This book was bound at the cost of Mr. Ed Crowninshield and given in exchange for No. 259 in the catalog. Jan. 1850. STA." The reference is to the first catalog of the Prince Library printed in 1846; Entry No. 259 consists of a single line; "The Whole Book of Psalms, translated into English metre, 1640, (Perfect copy)," The "STA" of course stands for Samuel T. Armstrong.

MBIGUOUS, isn't it?" says Mr. Haraszti. "If the grammar is right, the note means that Crowninshield gave a copy—the one with the penciled note—in exchange for the perfect copy, No. 259, which he obtained. It also means that he had that copy—again, the one with the note—freshly bound. But this was not the case. Crowninshield gave only the binding and not the book. The title page still has the shelf number it once had in the parsonage of the Old South Church."

The binding provided by Crowninshield is cardboard covered with imitation black leather. Today it would cost about three dollars; in 1850 it could scarcely have been worth more than a dollar. "It would have been better," continues Mr. Haraszti, "if Mr. Crowninshield had spared himself this expense. The margins of the book would not then have been cut by the binder."

Mr. Haraszti guesses that what happened, 104 years ago in the church parsonage, was this: Mr. Ed Crowninshield (exhaling the fine perfume of scholarship and cultivation) called on Samuel T. Armstrong and suggested a deal. The bindings on those five old books must have been getting pretty shabby, after 210 years, and Mr. Ed Crowninshield would be kind enough to have a new binding put on one of them, if Mr. Armstrong would be kind enough to let Mr. Crowninshield have one of the extras.

What motivated Mr. Crowninshield is obvious—even in 1850 a Bay Psalm Book was a rare and valuable object, and everyone who knew anything about books was aware of it. What motivated Mr. Armstrong to make the deal can only be guessed at; perhaps Daniel Webster's calling him "one of the common people" stuck in Mr. Armstrong's craw. He may have wanted to do a big, secret favor for one of the uncommon people, thus hoisting himself onto the uncommon man's level. In any case he did it, and left a guilty sort of note to record it.

After Crowninshield's death his copy of the book was bought by a famous London book dealer named Henry Stevens, who sold it to George Brinley of Hartford, Conn. for \$750. When Brinley died in 1879 the book was bought by Cornelius Vanderbilt for



Recipe for perfect Tom & Jerry on back of handsome gift carton.

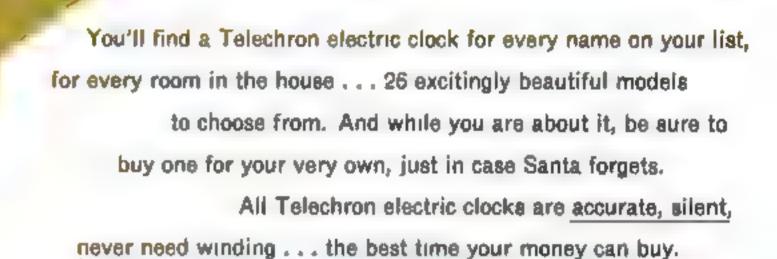
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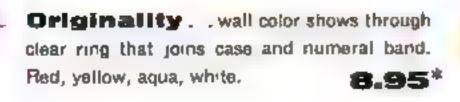
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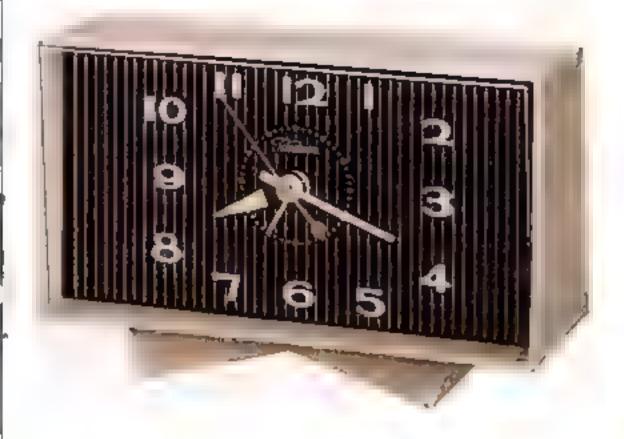






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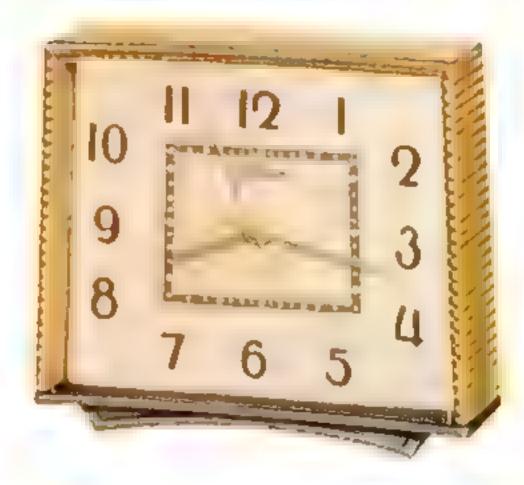
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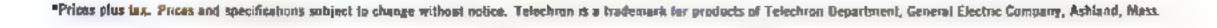
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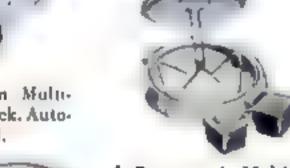
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ofter minimum down payment

#### VERY PROPER SWINDLE CONTINUED

\$1,200, and it remained in the Vanderbilt-Whitney family until the auction in 1947.

Very soon after Mr. Ed Crowninshield wangled his copy from Armstrong, Mr. George Livermore of Boston got another. No written record of this transaction remains, but the pattern is clear.

Mr. Livermore and Mr. Crowninshield were not merely friends but very close friends indeed. Crowninshield must have told Livermore of his accomplishment, because Livermore promptly got a second copy of the Bay Psalm Book from the church library, being probably responsible for the new, cheap binding on one of the leftovers.

Mr. Livermore was even more prominent in Boston than Mr. Crowninshield. In the Proceedings of the Massachusetts Historical Society his memoir runs to 54 pages; to his memory men such as Oliver Wendell Holmes and Edward Everett Hale paid affectionate tributes. Robert C. Winthrop, president of the society, said: "Ardent, intelligent, laborious, liberal, philanthropic, he was untiring in his exertions. . . . His beautiful library—with its remarkable collection of rare edi-



GEORGE LIVERMORE

tions of the Sacred Scriptures, including not a few Bibles which had the special charm of having belonged to illustrious persons of other ages and other lands. . . . Nor can anyone forget that exquisite bibliographical taste of his. . . ."

During his life Livermore traded away several of the leaves of his copy of the Bay Psalm Book (which was incomplete when he got it), thus greatly reducing its value. In 1894 it was sold by his estate to Alfred T. White of Brooklyn, N.Y. for \$425, and is now in the private collection of White's son-in-law, Adrian Van Sinderen, also of Brooklyn.

The disappearance of the third copy of the Bay Psalm Book from the library in which it was to remain forever was arranged in a manner even more startling than the carrying off of the first two.

The Hon. Nathaniel B. Shurtleff, M.D., was a learned man and a formidable book collector. He has made all students of American history his debtors by printing in 11 volumes the records of the Bay and Plymouth colonies.

At the time Dr. Shurtleff obtained his copy, a gentleman named Loring Lothrop was one of the deacons of the Old South. Deacon

Lothrop was a former master of the Girls' High School, a position in which he may not have been fully exposed to the Sturm und Drang of Bostonian life. On Dec. 30, 1859, Dr. Shurtleff, who doubtless had seen Crowninshield's and Livermore's prizes, wrote Deacon Lothrop a letter, or rather threw him a wonderful curve:

"My Dear Sir: I am very desirous of obtaining one of the duplicate copies of the old Bay Psalm Book belonging to the Old South Church Library, having a strong veneration for the old volume. I think I have books in my library, such as would be not only appropriate for the Library of the Old South Church but also valuable for reference and for the use of those who may rely upon the library for works suitable to be consulted. Among the books which I happen to think of are

the original editions of Winthrop's New England, and Belknap's New England Biography . . . which I would gladly give in exchange (for) one of the duplicates. . . .

Deacon Lothrop—one can imagine him all atwitter with excitement—promptly let Nath. B. Shurtleff have the best copy of the Bay Psalm Book. It was an author's copy, having been owned and autographed by Translator Richard Mather himself. The two books given in exchange by Shurtleff are now in the Prince Library, each bearing the inscription "Given to the Prince Library of the 'Old South Society' of Boston, Mass., by Nathaniel B. Shurtleff, M.D., in exchange for the 'Bay State Psalms.' Boston, Jan. 11, 1860."



NATHANIEL SHURTLEFF



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# the popcorn that pops in its own MAGIC POPPER!



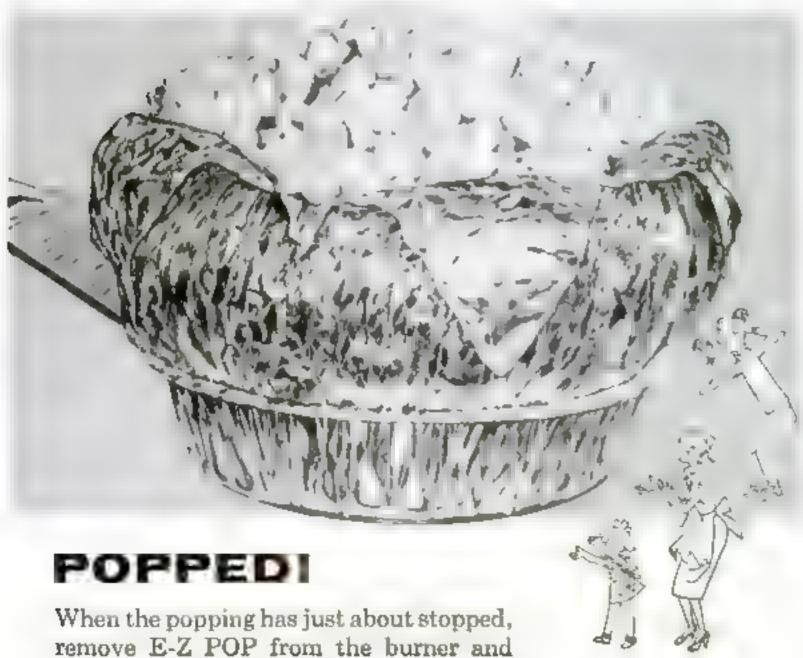
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#### VERY PROPER SWINDLE CONTINUED

Dr. Shurtleff's letter skillfully avoided any reference to the relative worth of the books. He spoke of the "original editions" of the books he wished to trade, and twice referred to the "duplicate" copies of the Bay Psalm Book. One may readily believe that he had "a strong veneration" for the latter. At the time he made his fortunate exchange. Winthrop's New England was worth about \$5 on the market, and Belknap's Biography, \$3. Today, of course, the price is higher. One might have to pay \$15 for the two.

In 1867 Dr. Shurtleff was elected mayor of Boston. He served

three terms in succession and died in 1874.

A year after Dr. Shurtleff's death and about 25 years after Crowninshield and Livermore extracted their copies, the Old South Church finally got sore. Two deacons sued Shurtleff's estate, demanding that his copy of the Bay Psalm Book be put back.

A short time ago Mr. Haraszti, in the fond hope that something might be discovered that might somehow right the ancient wrong, consulted the legal archives. "After a considerable search," he says, "the clerk located the old file and handed it to me. It contained about a dozen documents, summonses, briefs, affidavits—and that amazing letter of Shurtleff's to Lothrop. I don't believe anyone else has looked at the file since it was put away 79 years ago. Of course I should have known how the case turned out even before I looked at it. The deacons were too late—the statute of limitations had run."

After the failure of the suit, Shurtleff's copy was sold by his estate, has since passed through various hands, and is now in the John Carter Brown Library at Providence, R.I. As the finest of all existing copies, this one could be worth as much as \$250,000.

The two deacons who finally summoned the guts to bring legal action on behalf of the Old South Church were named Avery Plumer and Frederick D. Allen. Plumer was a flour merchant and Allen the owner of a dry-goods store. Neither of them ever got elected mayor of anywhere; they did not belong to the élite of Boston society; they were not members of the learned societies; they were not even Harvard graduates. Neither, of course, is mentioned in the *Proceedings*.

Time, as it usually does, has largely mended the effects of the "exchanges" of a century ago. Mr. Zoltán Haraszti will never forget Crowninshield's "love of books" or Livermore's "exquisite bibliographical taste" or Shurtleff's "strong veneration for the old volume," since the result has been that Mr. Haraszti has three fewer rare books in his vaults. However, more people may see the Rev. Mr. Prince's Bay Psalm Books now than if all of them were still cheek to cheek on one shelf in Boston. This may have been the line that Messrs. Crowninshield, Livermore and Shurtleff took if they attempted posthumously to placate the Rev. Mr. Prince, It would have been exceedingly interesting to hear what the Rev. Mr. Prince had to say in reply.



WHAT THE LIBRARY GOT in return for one copy of Bay Psalm Book was book collection then worth about \$8.



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#### POTS THAT SING

#### Englishman gets designs for bowls from sounds they make

David Rawnsley, a Londoner who has been an architect, engineer and moving picture producer, turned a couple of years ago to making pottery. Working with a very hard, baked clay, he found that when he tapped his bowls they gave off a ringing sound almost like that of crystal. Looking for some way to link this up with patterns for his pottery, he made oscillograms of each bowl's sound (next page). Then he photographed the wiggly lines and worked them into designs for the bowls

Different taps, Rawnsley discovered, produced different patterns (above). A soft knock with a piece of clay made a complicated swirl. A brisk rap with a wooden mallet produced a simpler arrangement. Londoners, having seen the first of his singing pots at an art show, are keeping Rawnsley and his staff at their potter's wheels full time to meet the demand for more.



AT POTTER'S WHEEL, BAWNSLEY MOLDS THE LIP OF A BOWL



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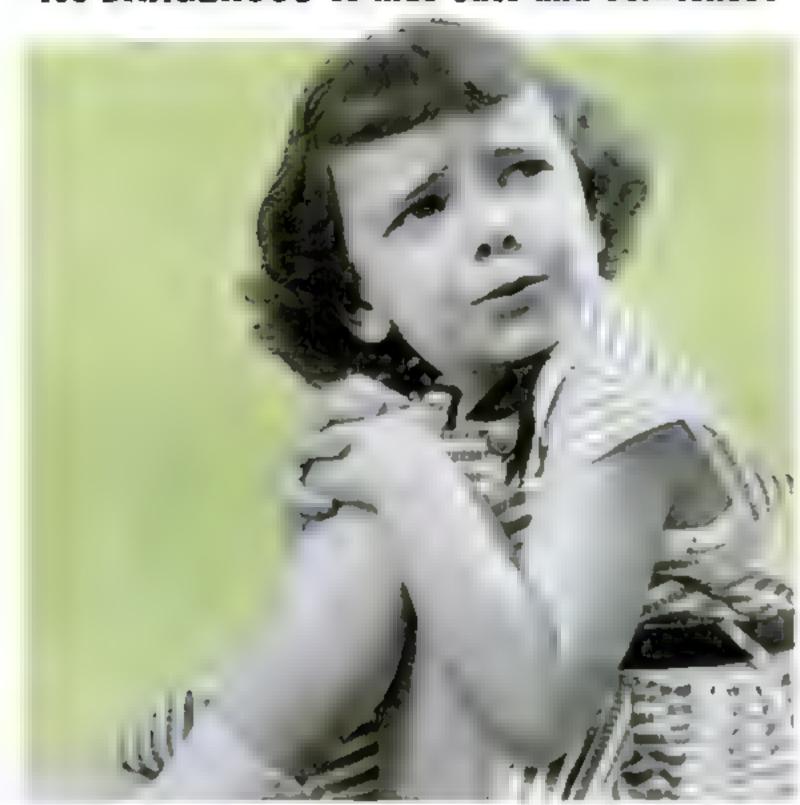
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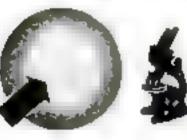
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#### POTS THAT SING CONTINUED



MAKING POTTERY MUSIC, Rawnsley taps a bowl at microphone as aid operates oscillograph (center) which shows vibrations emanating from lowl.



PAINTING SOUND TRACK onto their work, potters follow photographs of oscillograph patterns like that at left. Pottery later will be glazed and fired.

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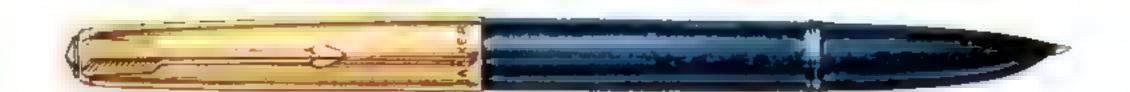
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Look closely at this new point, You don't see a nick, a flaw or rough edge on it (as you would if this were even a superb hand-ground point). A new electro-chemical process, exclusive with Parker, has removed them all—leaving the point so mirror-smooth that it's a sheer, silken delight to touch it to paper. It makes you want to write!

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# TV Rides the Rainbow

#### PARADE OF COLOR SHOWS BEGINS TO DAZZLE U.S.

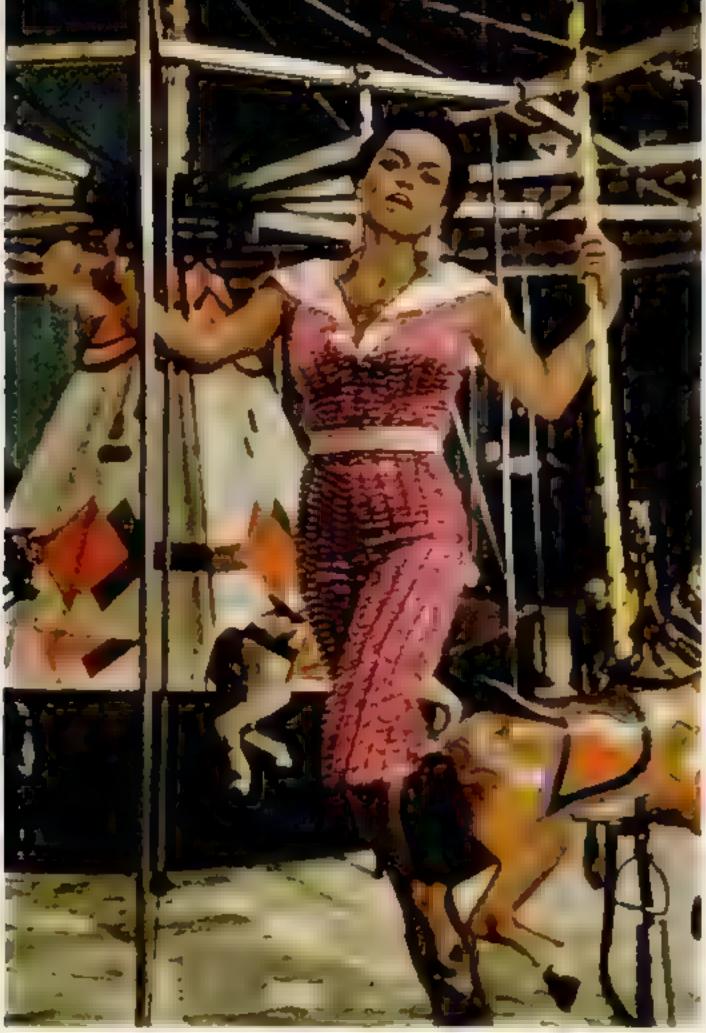
The autumn of 1954 will go down in entertainment history as the time when television harmessed the rainbow and really started its first rush of multihued productions. So far only seven or eight hours of color shows are on weekly view over the networks and only some 10,000 color TV sets are in use. But 150 stations are equipped to splash color across the U.S. and the number is jumping every month.

Though the use of color IV is still limited, it is causing unlimited excitement in TV studios. CBS rushed the season in August with a single color telerast of Ed Sullivan's Toust of the Town, and NBC last month launched its handsome series of 33 "spectaculus" with a new nursical comedy. Getting such big shows ready requires twice as much technical planand g for color as for black and white. Since all solor shows are also telegast in black and white, lints and tones must be carefully tested to be effective in either medium, logisting must be three to live times its usual intensity: the CBS studio carries enough current to light the town of Daubury, Conn. Actresses become doubly fussy about costumes and make up. Stage designers, knocking themselves out to create evefilling sets, turn their studios into jungles of color, hung with cables and ablaze with light

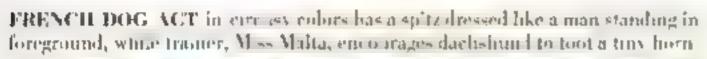
For the millions of TV viewers who have not yet lad a chance to see TV color. Life reports on some of the season's new shows and the backstage hubbub which swirled around them.

for Toast of the Town include carrowsel (right) a knight on horselack and girls in mink. Standing by merry-go-round are Janice Paige and John Raitt; camera focuses down on Eartna Kitt, Ed Sullivan.





EARTHA KITT, in a spangled magenta outld, was even more of an eve stopper than usual as she clung to a carronsel and sang Monotonous on Toast of the Town.









OF BLURBING COLORS AND GIVES EFFECT OF PRENCH IMPRESSIONIST PAINTING, CARROUSEL WAS TRANSPLANTED FROM AMUSEMENT PARK TO "TOAST" SET

#### TV Rides Rainbow CONTINUED



REITEARSAL CONFAB takes place on the set of NBC's Sames and Spars between Betty Hulter and

Producer Mry Lichman (funground). Show's scentery half smooned color to set off bright cost mes.



NIGHTCLUB HUBBUB from Satins and Spurs to kick an authern air because the contributions

brought out swapky finery. At this moment Berty is shocking the culiforners with a rowdy ragtime song.

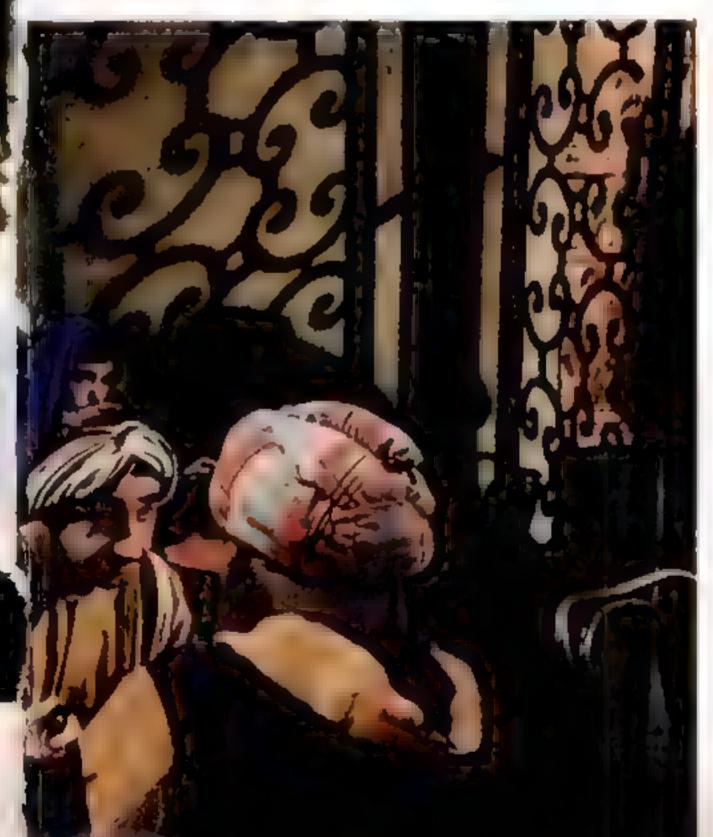


AFTER THE FIRST SCENE OF "SATING AND SPURS"

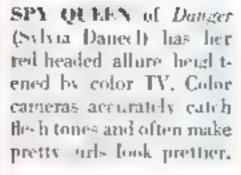


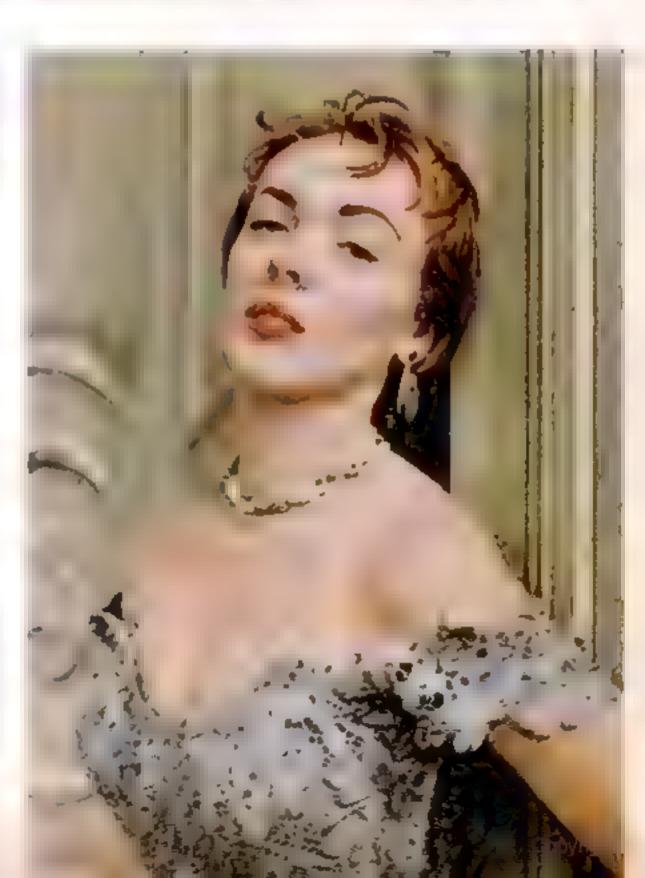


DANCERS RUSH FROM BROADWAY SET, STAGEHANDS ALTER CABLES AND PROPS WHILE TV CAMERAS FOCUS ON SECOND SCENE IN ANOTHER PART OF STUDIO



SPY SHOW (left) on CBS Danger's i'm's was given once in culor to prove color can increase mood of suspense. In this scene agent eavesdrops on skulduggery in Egyptian cate.







DRAWING ROOM ELEGANCE dominates setting for The Royal Emma, work as part of monthly CBS series of Broadway total along older Here Frednic March as Tony Cavendrsh borsts in to greet his

mother (Helen Bases) and his nece (Nancy Olsen). He has brought in har want and cased monkey with him Standing at m. 1 is Fory sester (Caude to Codert) and, at far right, her soiter (Kent Smith).

# An important message to everyone who takes aspirin

for the relief of headaches, discomfort of colds, muscular aches and pains.



# BUFFERING acts twice as fast as aspirin!

Medical that a po go throu and into to reliev with the second sec

Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

Bufferin combines aspirin
with two antacid ingredients,
opens the stomach valve,
gets the pain reliever
into the blood stream
twice as fast as aspirin.

So Bufferin acts twice as fast as aspirin to relieve pain. Take two Bufferin tablets the next time pain strikes and get fast relief?

PRODUCT OF BRISTOL WYERS

CATCHING COLD? TAKE BUFFERIN!

Acts twice as fast as aspiring to relieve cold miseries Won't upset your stomach

Check these facts with your physician:

Ask your own doctor about Bufferin's ability to relieve pain and its freedom from harmful ingredients.

8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed. Bufferin has met the same rigid tests a doctor demands of medicines used in his own practice.

These tests prove the antacid ingredients in Bufferin speed the pain-relieving ingredient into the blood stream twice as fast as aspirin. They also protect you from the upset stomach aspirin often causes.

Note: BUFFERIN was first made available to the medical and dental professions in October, 1948. Since then, EACH YEAR, MORE AND MORE PEOPLE, by the hundreds of thousands, have switched from aspirin to BUFFERIN for faster relief of pain without stomach upset.

Most people take two Bufferin tablets as the usual dose.

P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.



WITH LONG EARS COCKED, CISCO THE BURRO STANDS PATIENTLY STILL AS BOBBY AND PHIL HOGAN TRY TO BRUSH THEIR NEW PET'S DARK, COARSE HAIR

#### A BOOM IN BABY BURROS

#### Phil and Bobby Hogan's friend Cisco is one of thousands imported from Mexico as children's pets

Cisco arrived in Scarsdale, N.Y. one morning in an express car on the 8:45 train and ever since has been leading a curious life for a burro normally brought up as a beast of burden in the Mexican mountains. As the new pet of Phil and Bobby Hogan, aged 5 and 3, Cisco lives in a steam-heated garage and is hand-fed every morning. Every afternoon he is carefully brushed, then saddled and taken out for his day's work—giving rides to Phil, Bobby, their two older sisters, and their friends. Through all this Cisco serves with a

The boom began last spring when the Spencer Gifts company of Atlantic City, N.J. advertised Mexican burros at \$85 f.o.b. Texas and has been selling them at the rate of 40 a day. A good size for children (40 inches high), burros are hardy, live on hay and water and, except for stubbornness, are very placid. Cisco has settled down nicely in Scarsdale but has grown so used to having people around that now, if left alone for too long, he brays for company.

# Observed in the best circles...



NIGHT TO THE D.A.C. WHITE MINK CAPE BY REVILLON FRERES - 1955 ROADMASTER RIVIERA BY BUICK

Body by Fisher



6 6 6 6







MULISH STUBBORNNESS is exhibited by Cisco as Hogan children try to get him in his stall, which has displaced one of the cars in the family garage.



A FRIENDLY VISIT is paid to Cisco's stall by Bobby. Cisco gets a cup of outs a day, cannot be given more because he would feel them, grow too frisky.

CONTINUED ON NEXT PAGE

# To the 6 million men already using today's new "pressure can"



"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on woolhandlers hands told them that.

So efforts have long been made to blend landin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure landin with shaving cream ingredients to be completely effective.

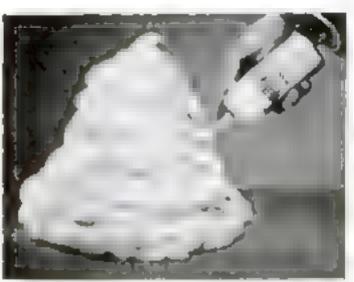
#### Williams' discovery—Lanotrate<sup>25</sup> —revolutionizes shaving

LANOTRATE 35 is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough landlin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

#### All three with LANOTRATE25

Lanotrate 25 is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider.
The J. B. Williams Company, Glastonbury, Conn.



A full 3 months' supply! Landon in its richest form, landon actualty concentrated 25 times in new Williams Landtrate<sup>25</sup> Instant Lather

younger looking. With regular use, LANOTRATE 25 helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skincomforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A longlasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever totletries are sold.



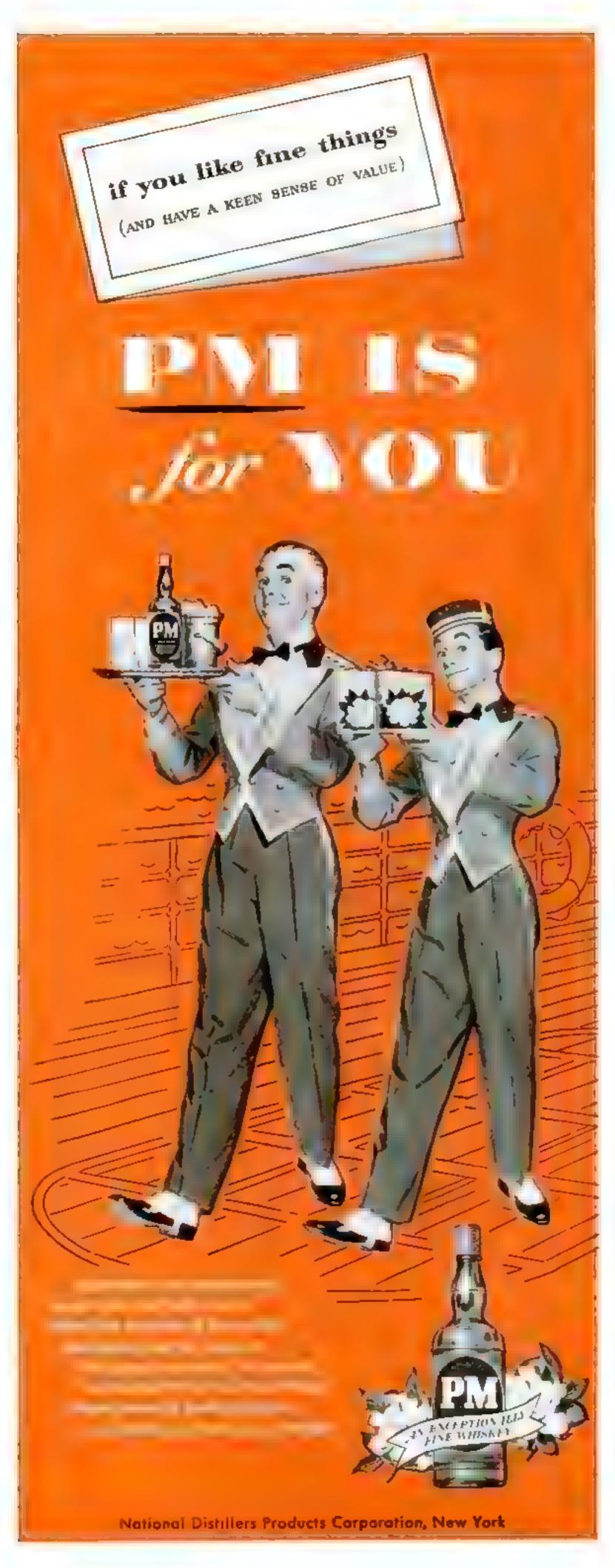
#### Boom in Burros CONTINUED



UP IN THE SADDLE goes Phil, as Carol tries to prevent Cisco eating. Used to dried-out grass, Cisco could get sick from too much nibbling on green lawn.

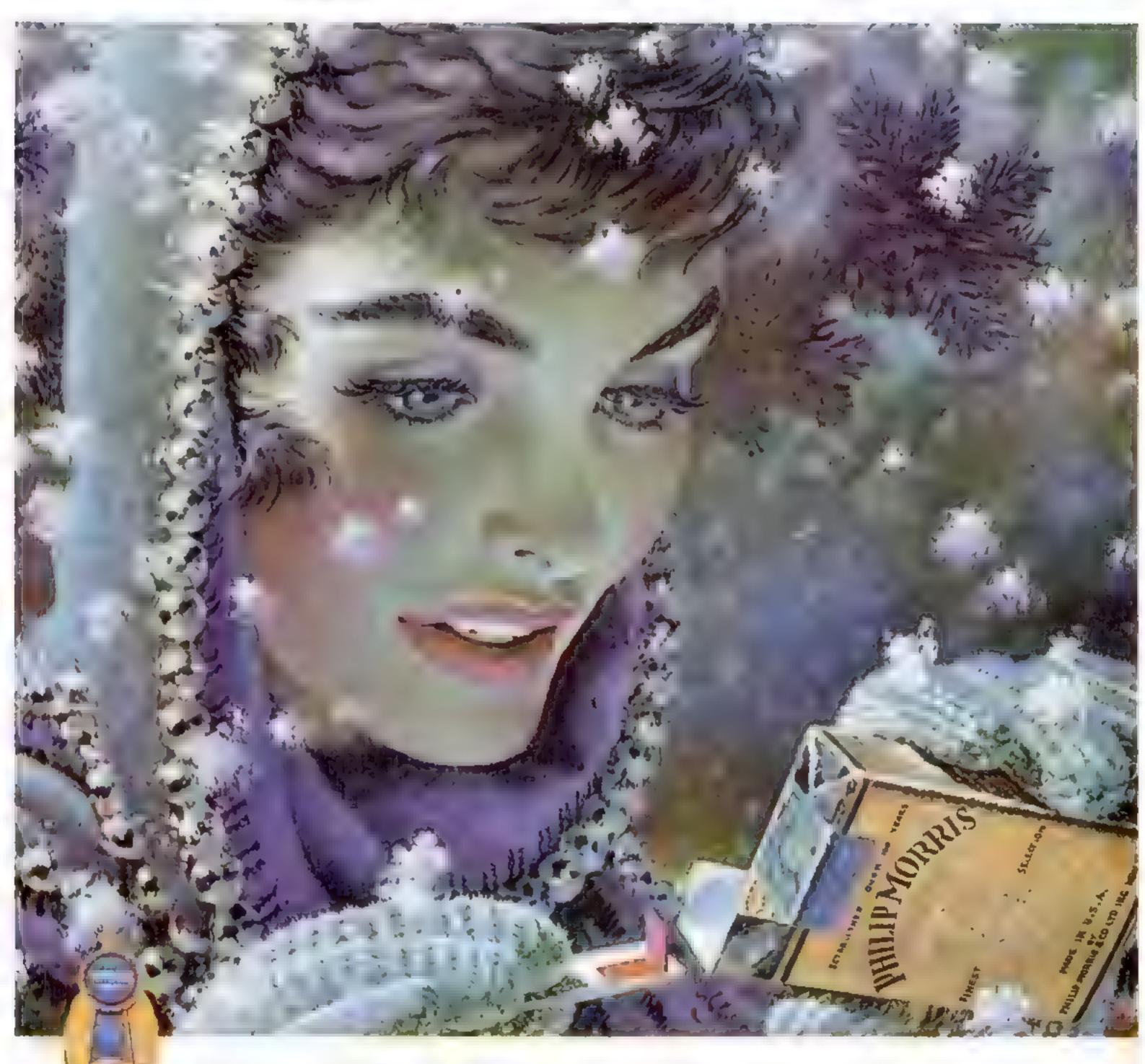


AFTERNOON RIDE finds Bobby ready but Cisco intent on grazing. Cisco has learned to obey a bridle, and children hops to ride him to school one day,



#### New Philip Morris "Snap-Open" Pack

opens in a jiffy... closes tight to keep flavor in!



You get all the rich flavor and fine aroma of more rare vintage tobacco—King Size or Regular!

See for yourself what vintage tobacco means to you in taste, smoothness and enjoyment. Try PIHLIP MORRIS, the cigarette that contains more rare vintage tobacco than other leading brands. And remember, you just...







What a convenient pack for America's finest eigarette!

CALL PHILIP MORRIS or REGULAR





Have you heard about it? Corn Meal with Fresh Corn Flavor! Yes, this wonderful flayor is now yours in every package of Quaker (or Aunt Jem.ma) Corn Meal, both white and yellow

Homemakers north and south find this new-day corn meal gives them easter mixing, faster cooking. And such a smooth, moist, non-crumbly texture!

Sparkle up your menus with Fresh Corn Flavor. The Skillet Dinner here says "welcome home" to your men folks. The pretty but extremely easy Grits dish is a nice change from potatoes.

And please, but please don't miss the new and best of turkey stuffings Get Quaker (or Aunt Jemima) Corn Meal soon.

Excellent results on all recipes only if Quaker or A int Jenama Corn Meal or Grits, Quick or Regu-

Try This Better Stuffing!

#### **Quaker Corn Bread Stuffing**

and put it in an

#### Armour Star Broad-Breasted Turkey **Corn Bread Stuffing**

(For 12-pound Turkey)

pepper

- One recipe Corn bread crumb ed\* 6 cups soft bread
- czymbs. by cup butter or margacine
- I cup chopped colory 1 2 feaspoon papper by cup chopped amon 1' 2 leaspoons poultry 12 cup chapped green seasoning 2 eggs beolen

I to 1' 2 tops woter

Cut butter into liny pieces may with combre of and here dicrumbs. Lightly brown celery only a digreen people in a ser that it of fal. Add with season i as to our breid ring are a rate of preoughly Add besten cars Gradu a strink e w er ratt offect,

2 tyespeons solt

strene great and expenses and detreamer are Staff and thy o beck real and budy cavity of bird

#### \*Corn Bread

I cup Quaker or Aunt Jemima Corn Meal (yedow or white)

I cup sifted flour | Haspoon sa h 4 transpoors baking powder

Tega Leup milk Vi cup shortening, soft

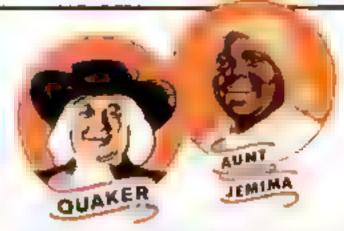
S.O. ogether dry ingredients into bowl. Add egg, milk and short. e inc Be twell r tiry beater until smooth, about I minute Do to o creat Bake in greased 8 inch square pan in a hot oven (Far 20 ( 25 ) to test

Become it your Armour Stor Broad Breasted Turkey More ande s of cess here tenste Write"Turkey Recipe ' Box 5224 Chicago . III for new free onok et "Bring on the B rd "



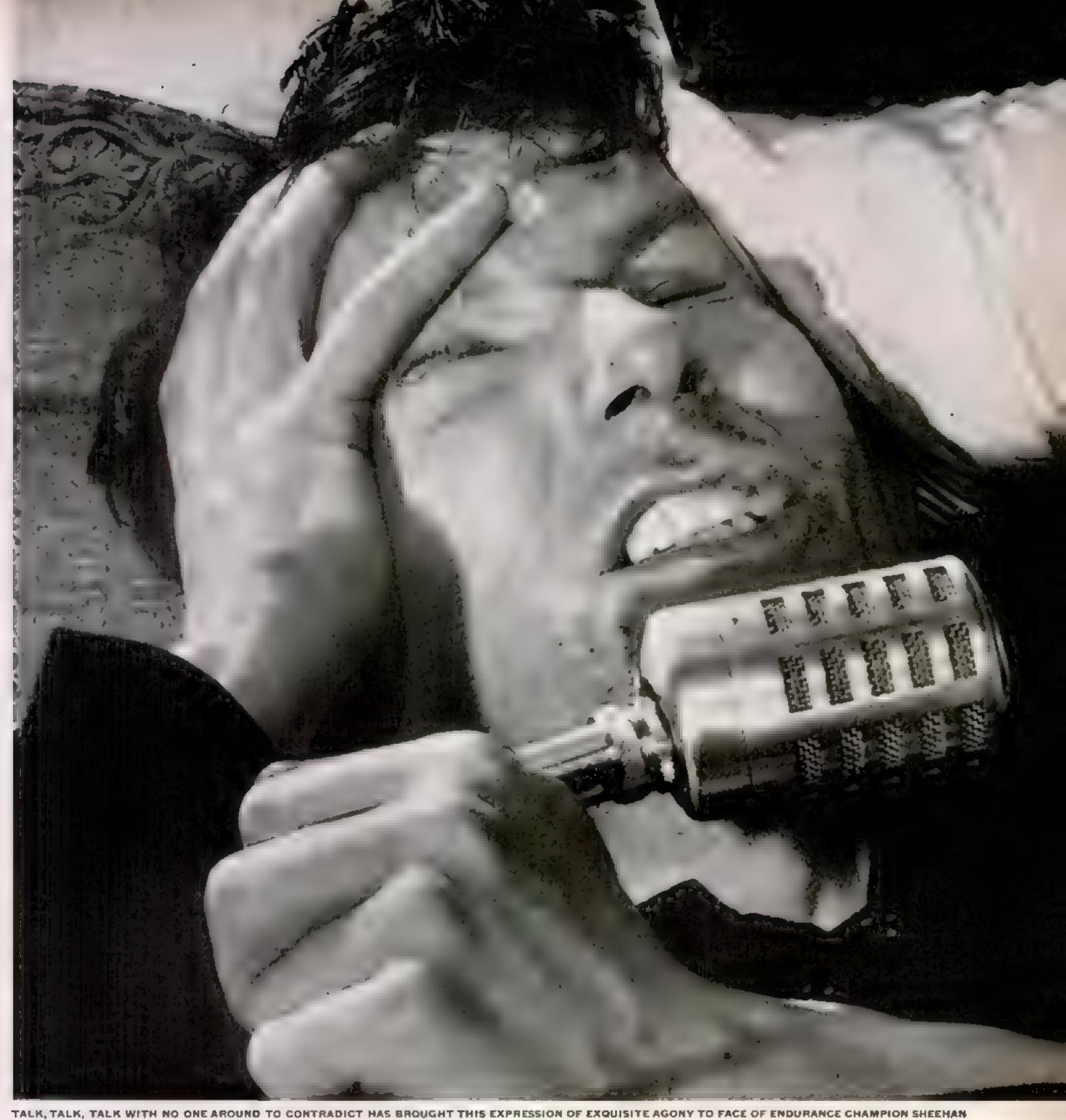
# Quaker and Aunt Je

CORN WEAL & GRITS QUICK WITH THE REGULAR FEESH CORN FLAVOR



Both Quaker and Aunt Jemima bring you the choice corn, new milling methods, new pack ap no for the Corn Meal fund Grits Quick or Remar with the fresh corn flavor in bag or box with e-ther of these famous faces



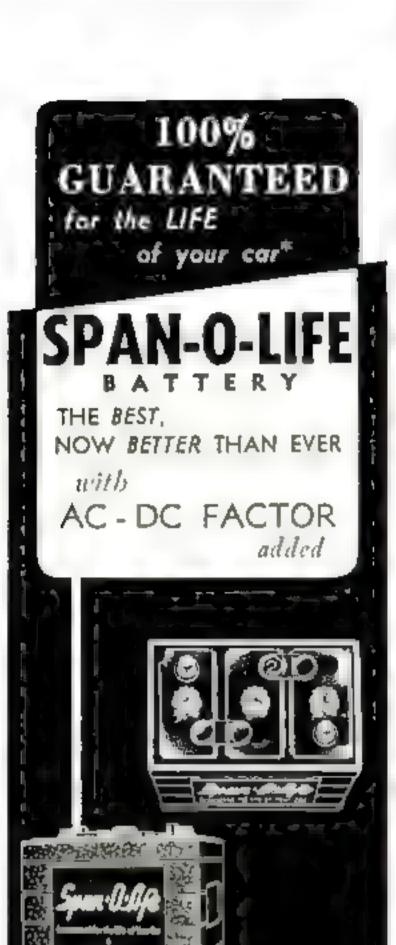


#### GUSTY GAEL WINS WINDBAG TITLE

#### In amazing exhibition of Irish garrulity he sets nonstop record with a speech lasting 127 hours

In the English town of Oldham, a loquacious Irishman named Kevin Sheehan from Limera k, which is a good 55 miles from the tower of volubility at Blarney, having decided to show that he could talk longer without stop than any man had ever before, surrounded himself in a public hall with throat lozenges and medicated eigarets and a paying audience and started chattering on this and that, uttering criticism of Bernard Shaw, a dramatist he considers poorly, preferring James Joyce, who was seldom

a dramatist, and Sean O'Casev, who is often one, but all of them Irish men, and moved from there in a rich and effusive brogue to the philosophies of Aristotle, Plato and Socrates, pausing to give his opinions on hypnotism, capitalism. Communism and the lost civilizations, all the time without a note to guide himself by, just blathering, blattering and blethering along without stop, nattering, pattern g prating and prattling until in the 127th hour, claiming a record and suffering a sore throat, he stopped.



100% Guaranteed for at long as you keep your car for which you purchased your Span-O-Life battery. \*

Corresion of the grids can be blamed for a great majority of all pattery deteriorations.

Now, SPAN-O-LIFE, the only battery built with the ANTI-CORROSION --

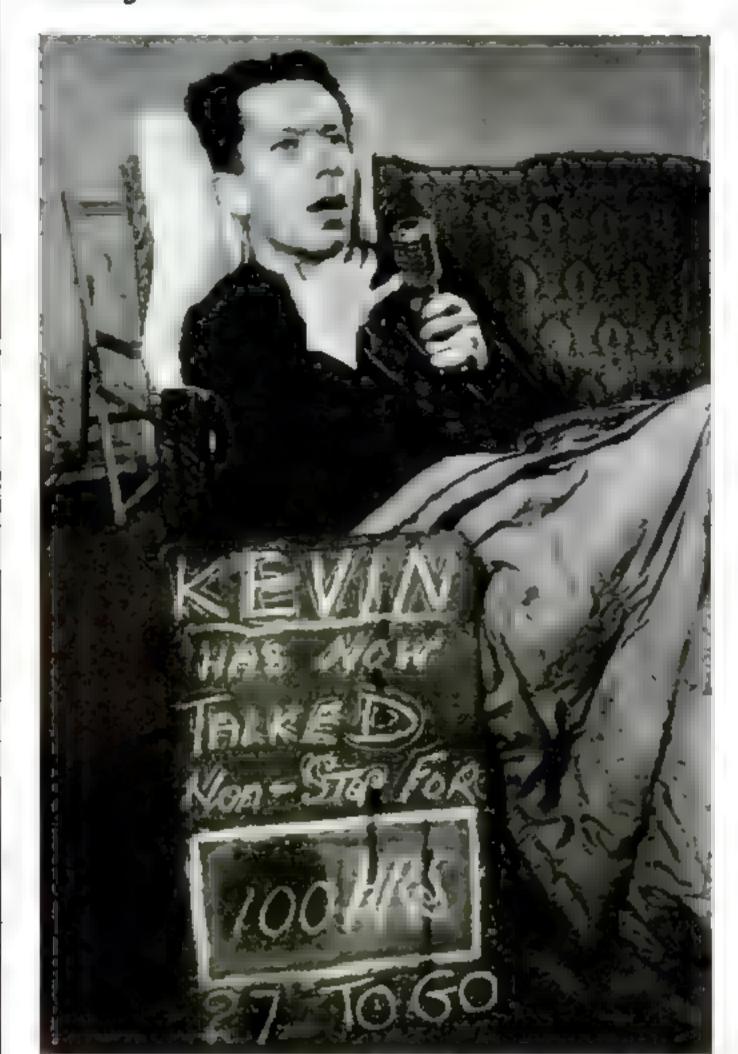
DOUBLY-CONCENTRATED factor added by a secret process, defies corrosion and makes possible SPAN-O-LIFE'S unique unqualified guarantee, not prorated, but 100% guaranteed for the life of your car

SPAN-O-LIFE, the battery that accentific tests have proved to be better than ever, is built to satisfy the demands of today's modern car. Always ansist on America's power-FULL battery, SPAN-O-LIFE.

SPAN - O - Life - America's quality battery—designed to outlast the ownership of your car, yet priced just a few dollars more than an ordinary battery.



#### Windbag Title CONTINUED

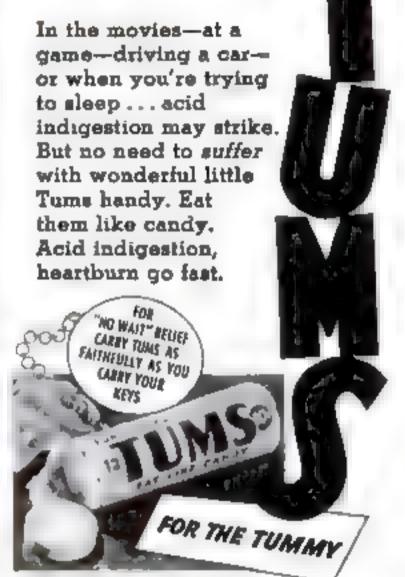


AT 100-HOUR MARK, a slightly hourse Sheehan was far past the 22-hour-record set by Wayne Morse of Oregon in the U.S. Senate and was going strong.



NEAR THE END, with his trainer and a nurse working over him, Sheehan babbled gamely on, murmuring "the villains of sleep are hammering at me."

#### you never know when ACID INDIGESTION will strike



AND YOU COULDN'T BUY SAFER, OUICKER RELIEF FOR A TEN DOLLAR BILL



EXECUTIVE KIT INCLUDES: ...

~ 2001 1/4" SpeedDrill with Geared

Key-Operated Chuck and Hi-polished

Castings, Tough Exylin Halster, 7 Chrome Vanadium Steel Bits, 4" Rubber Backer, 4½" Bonnet, 10 Sanding Discs, Miscellaneous Hardware. At better dealers everywhere only \$29.50 complete write for FREE Do-It-Yourself Booklet

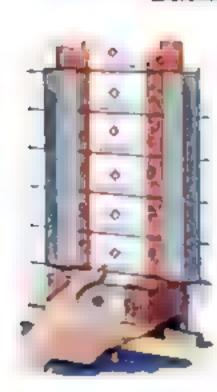
Spead Way manufacturing 20.

1834 South 52nd Avenue . Cicero 50, Illinois



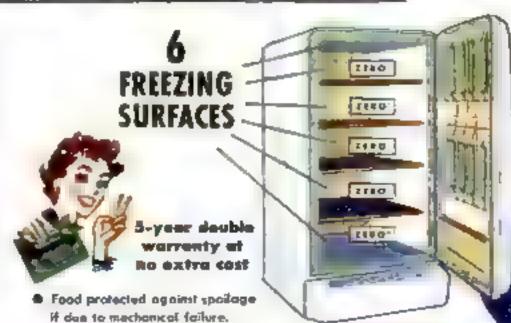
#### It holds 4 times more . . . serves you automatically!

Only Amana has all these exclusive features



**■EXCLUSIVE AMANA DISPENSER:** Eight separate food dispenser compartments in the Stor-Mor Door serve packages in the correct order automatically. See how the first package stored is the first package served.

116 PACKAGES IN THE DOOR ALONE: Holds a full month's supply of food 116 packages including 20 cans of frozen juice concentrate in special rack. More easy-to-see, easy-to-reach storage no groping, you can easily see every package! No inventory records to keep.



If due to mechanical failure.

· Freezer warranty on complete refriguration system.

GUARANTEED TO OUTPERFORM ALL OTHERS

PATENT APPL ED FOR

 Sue the exclusive latch for easy opening and closing plus tumbler lock to safeguard starage.

Send today for FREE booklet-over 20 famous Ann McGregor recipes, tips on how to save money on your food bill and money-saving "when-to-buy" calendar.

Watch the Amana sponsored NCAA College Football Games on the ABC-TV network



#### Everything is more delicious

THE SENSATIONAL



because it has Controlled Heat

Now, with the new Sunbeam Automatic Frypan you can fry and cook at the correct controlled heat every time. The Sunbeam's highly accurate thermostatic control maintains the perfect heat for wonderful cooking and frying results without constant watching.

The Fryguide, right in the handle, gives correct temperature. No guesswork. The shortening is always at just the right temperature, resulting in less grease absorption into the food. Plugs into any outlet.

The new square shape permits you to cook 20% more in the same area than you can in a round pan. Use anywhere you wish, on any table because of protective bakelite legs.

High dome covers of either aluminum or heat-resistant glass are available for fried chicken, roast, etc. See your Sunbeam dealer.



CHICKEN

See Sunboun appliances on these great MBC TV shows: Sunday Hight Color Spectaculars, "Ethel & Albert" every week, and HOME, the daytime "Magazine of Television." Consult your latel TV athedule.



#### OKEFENOKEE DRIES UP

#### The worst drought in Georgia swamp's history makes life hard on all its inhabitants

Across 430,000 tangled acres in southeast Georgia stretches the Okefenokee Swamp, once the home of the Seminoles and, in the U.S., second in size only to the Everglades. Normally flooded, its rivers have dwindled to trickles and its wide lakes have sunk into stagnant pools. Fires smolder threateningly in the dry bogs of bladderwort and swamp grass, and flatbottomed sightseeing skiffs are without waterways. Four years of drought have brought the swamp water to an all-time low.

The drought has had a mixed effect on Okefenokee's inhabitants. Fish have died by the millions and otters have been forced out in search of food. But the alligators are better off, for in the small pools fish and turtles are easier to catch. The drought has barely touched humans, since only one family, the Chessers, lives in the swamp (below). But it has brought an unexpected problem to an entirely different segment of Okefenokee's population (next page).



COON GOES BEGGING for a handout as meals grow hard to come by, Shrinking ponds reduced population of frogs and cravfish on which it lives.

AN EGRET TAKES OFF over dry swamp bottom. With fewer fish available, many of the water birds which feed on them have flown to the Everglades.





FAVORITE FISHING HOLE of Farmer Tom Chesser is dry. Said he, "It'll take a lot of water, it sure will, to put this swamp back to where it was."

#### DROUGHT PUTS POGO IN A PICKLE

The Okefenokee has grown celebrated in recent years as the whimsical home of Pogo and his friends, whose adventures are chronicled in Walt Kelly's cartoon. On learning that the swamp was drying up, Life asked

Kelly what he was going to do about it. Kelly first thought of moving to the Dismal Swamp, then decided to face the music (below). But in the syndicated strip the swamp remains wet, and Kelly is praying for rain.



ONCE AN'A-WHILE I GITS OUT OF NATURAL BORN WATER AN' GOTTA WET DOWN THE CRITTURS WITH LEFT-OVER COFFEE --THEY LIKES IT WITH ONE LUMP.



WULL, I DUG ME A WATER MINE AN' GOES DOWN EVER' DAY AN' PANS FOR WATER ---- ALMOST CONSTANT HAS HARD LUCK THO'--



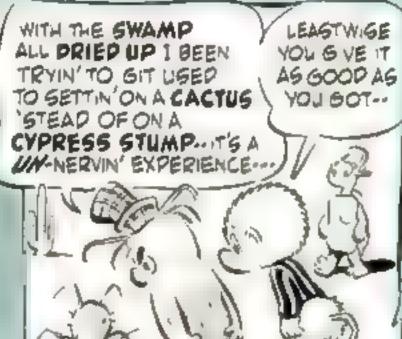
YOU MEANS ALLI PANG G YOU FINDS NO! GOLD -- GOLD GOLD !-- ONCE AN' A WHILE URANIUM .. LOOK AT THE STUFF, CLUTTERIN'UP THE

FAR AS

IKNGEE

THEY WON T BE WINCH CHANGE.











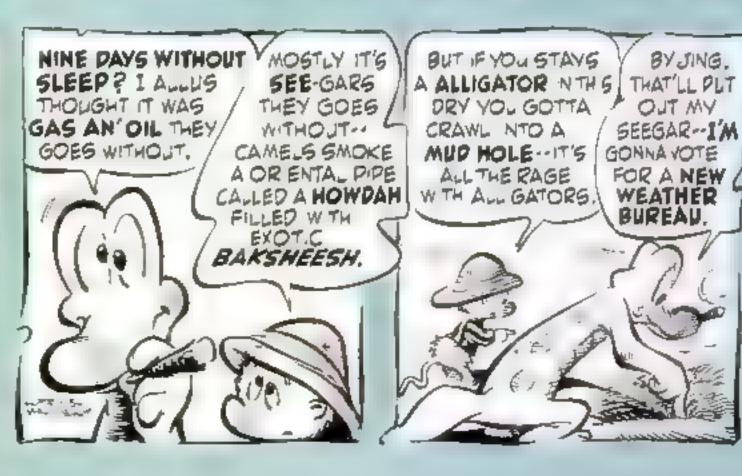






DOES YOU MEAN TO TELL ME





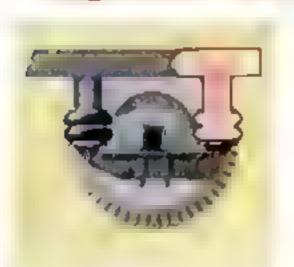


-through the heart of America's scenic beauty

...by Greyhound Scenicruiser, or Highway Traveler, I



#### \* Magic AIR SUSPENSION eliminates metal springs!



There has never been anything like it in highway travel—that "floating-on-a-cloud" sensation you get when you're aboard either of Greyhound's great new Air Suspension Coaches—the luxurious two-level Scenicruiser or the handsome Highway Traveler, with panoramic picture windows.

The secret of Air Suspension Ride is a set of 12 flexible rubber-nylon air bellows which replace conventional metal springs... absorb road shock and vibration... actually float the entire bus body on columns of compressed air.

EVERY MILE A MAGNIFICENT MILE!

GREYHOUND



COMPLETE WASHROOM on each Scenicruiser—with wash basin, toilet, mirror, other conveniences.

Both Scenicruiser and Highway Traveler offer comfort-controlled air conditioning—warm in winter, cool in summer. And the six-foot picture windows give you the most dramatic sightseeing in American travel!



FREE! ILLUSTRATED MAP—WITH TOUR INFORMATION
Mail to Greybound Tour Dept., 71 W. Lake St., Chicago, Ill., for fullcolor Pleasure Map with details on 50 exciting Expense-Paid Tours.

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Send me special information on a tour to:

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Open House

# Make a good time a better time...with Fremium Quality Falstaff Beer

Open House Parties are in season again...with Falstaff on hand in millions of hospitable homes. Make your holiday party more enjoyable, too. Welcome each guest with smooth 'n golden mellow Falstaff...for three generations, America's Premium Quality beer.

#### THE NATION'S TOAST FROM COAST TO COAST





#### FAIR-WEATHER FISH FRYER

#### India's new solar stove enables U.S. backyard chefs to cook with sunshine

In India, a scorching land long on sun and short on fuel, a new stove has been developed that eatches the sun's rays in a concave aluminum apron and reflects them with cooking intensity on the underside of a pan. The odd-looking contraption is fuelless, fireless, fumeless and sootless. But put on sale for 80 rupees (\$16.80), in impoverished India it also proved just about buyerless. Imported by Abercrombie & Fitch Co. of New York, the Indian solar stove is being offered to gadget-loving American campers and backyard chefs for \$75.

For best results it must be used at least two hours after dawn and two before dusk and should be given a short sunbath to warm up the pan. Then the cook, standing back to avoid being blinded, puts in his trout or hamburgers and lets them simmer for about half an hour until his meal is cooked --unless, of course, clouds close in and turn the solar stove off.



EXPERIMENTAL MODEL is tested in New Delhi by Dr. Madan Lal Chai, who supervised its development.

## Gudy Varibaba World's Champion Bowler tells

#### The "Ideal" Way To Bowl A Strike



forward naturally. (Andy awing a ca no higher makes it look as easy at then his shoulder mocy Fitch (dealt)



Approach. Feet move Buckswing, Andy's hackcombing your bast with resaxed, kneer if ghtly bent, eyes straight shead.



right fre act as a brake. At end of slide, left foot from foul anc-



Downswing, Step and Finish, Keep body in bal-stide on art foot, letting suce, hand and ever in line with target prosit. Notice hosy facan keeps finishes two to so tacker Anay's har in place from foul one. Anay's har in place tarough all the action )



#### Try Andy's "Ideal" way to groom your hair too!

Use this amazing new discovery that keeps your hoir neat all day without goney oils and creams . . . keeps your hair and scalp cleaner, tool

Want to score "300" in the well-groomed league? Use Fitch Ideal Hair Tonic and your hair will be good-looking and neat all day long!

Ideal also helps keep hair and scalp cleaner, because it isn't only, sticky or creamy-won't trap dirt to clog scalp pores. And its tingling tonic action is right down the alley. Relieves itching, acts to free scalp of llaky dandruff.

Get a bottle of Fitch Ideal Hair Tonic

at any drug counter today. Ask your Barber for a professional application tool







NEW GIRL IS RECPED WITH SCHOOL TIE

### LADYLIKE AND LEARNED

#### Cheltenham sternly trains English girls

Photographed for LIFE by ESTHER BUBLEY

In somewhat the way England's strength on battlefields has been forged on the playing fields of been and Harrow, the strength of her appearmed die class homes and families has been formed by the rigors of her girls sections, notably those like Cheltennam: A "Indies college" for girls 11 to 18. Cheltennam sets its pupils in a relentless pursuit of learning and decorum, training them to be primly correct even while off campus (right). It has been this way at Oreltennam for 100 years, and now, starting its second century, Cheltenham does not want or expect to change,

One of highard's largest guls' public (in U.S. terms private) schools. Cheltenham Lattes' Gollege draws its 760 students, at about \$760 a year—mostly from profession d families. Whether they go on to universities, as most do or not, they leave as educated citizens. If, in a less rigorous world, they lose some of their primness, they never lose the sense of timess that characterizes their class and their country.



GATHERED "IN THE GARDEN," -tudents top off 20-minute midmorning break, which includes compulsory downing of bun and milk, with girlish gossip



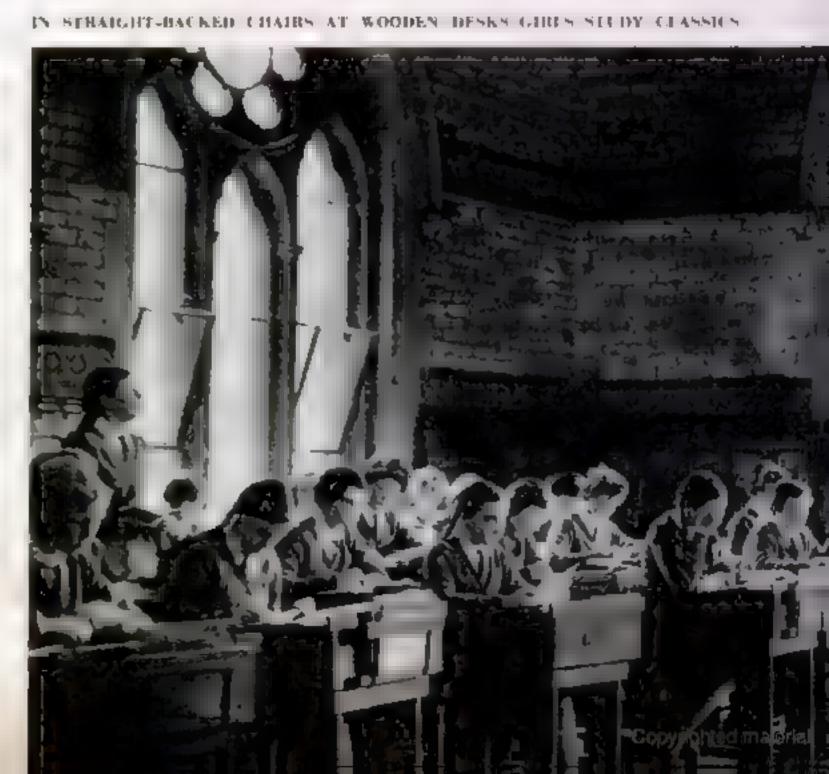




AT MORNING CRAPEL SERVICE THE UNIFORMED STUDENT BODY SITS IN DISCIPLINED SILENCE AWAITING APPEARANCE OF PRINCIPAL TO LEAD



IN CITEMISTRY COURSE beginning students of aster earerly about girl using a Bansen burner for the first time in a laboratory experiment on crystal structure.





DISABING THE SESSION OF PRAYERS AND HYMN SINGING. THEN GIRLS GO OFF TO FIRST CLASSES OF THE DAY



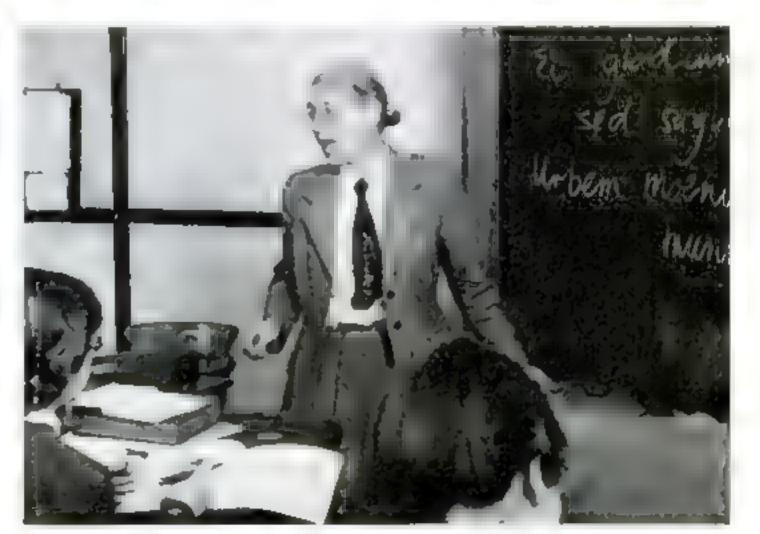




PATIENT PORTER relicant the paths of menulichores, units their book sacks to class our days

# UNIFORMED SCHEDULE

From the 7 × m rising be 1 (c lights cut at 8 30 pm; (for vounger girs) (o 10 50 pm; (for olde girls), the life of a Crelativing girs can alread by the cleak. When the ideas is out at the way the girls line aport is alread to be adder provers through correct is where they are never permitted to speak. It concreting is given to always whose teachers take still demands and keep the same is a bolastic standards high. These over, the girls rash off a line has the school's 13 houses, Campulson's sports (pp. 112, 113) are followed by the analysis preparation), sapper, more— up and but,



LATIN TEACHER. Miss A. M. Grant creas maly interripts a session in translations to passish wistedent shout the need for The hag very like variety."

#### A ROUTINE FOR RELAXING



B field hockey match between branching students and non-

hearders. Most prized specifs trophy is bockey stick that once belonged to a headmi-tress named Miss harthful



ON THE PLAYING FIELD two girls levote a free perod to practicing field bookey. To make one of the school

or house teams, a girl must be able to dribble the ball between the chalked lines for a distance of at least 20 feet







ON SATURDAY MOHI prior girs remove heir a remove put on much a d, she at a cit locse an si big room sincks



A BRISK BRUSHING is Louise as ress Alice G. 141tary's not follow having a your ester be wer growned.



PREPARING FOR BED, a sen or poors water left over after kilden sessen of cook making into friend's hist water bottle.



UNIFORM INSPECTION, from hat to, shoes, is required before the girls leave grounds for church. Here housemistress's assistant straightens girl's skirt.

#### CHELTENHAM CONTINUED

#### TEA AND TREATS

When a girl moves from one of the 11 "junior" houses into one of two "senior" houses, the starkness of her life eases somewhat. As a senior she may have a radio in her bedroom, although one housemistress makes a practice of confiscating any radio she can hear after 10 p.m. On free time she may go far afield—but only in supervised groups—to the outlying village churches, a favorite outing for Cotswold Club members (opposite page) whose main hobby is tracing brass designs. But within the town of Cheltenham itself she may not attend dances, ride in any public conveyance or walk on heavily trafficked streets. Much of the town actually is mapped out as "out of bounds" to all girls, and, senior or not, no girl is ever allowed to bicycle around the Cheltenham Boys' College.



DOING PTOAST DUTY," A GIRL INVIEW TO SUNDAY THA BY TWO OLDER SISTERS REPAYS THE FAVOR BY CARRYING BREAD SLICES TO THE TOASTER



PARENTS' FIRST VISIT, permitted only after a girl has been at the school three weeks, reunites Cather no Scrase (left) with family for a Sunday excursion,



PREFECTS "PIG IT" on outing that is special privilege of school monitors. Here they do away with a "tea" of bread, butter, cakes, jam, ice cream sundaes



### You can have that lovely kind of Judy Garland complexion

# that's the beauty of JUX

Marginal notes by yours Tria

Lux lather penetrates the skin—
cleanses thoroughly yet rinses away completely.
That's why Judy Garland, like 9 out of 10
Hollywood stars, uses it every day.
How about you?

Judy Garland's complexion is worth a fortune. But truthfully, isn't yours just as important to you? And doesn't it make sense to give your complexion the same careful care the stars do?

Hollywood stars depend on Lux Toilet Soap and use it regularly. In fact, more women all over the world buy more Lux than any other soap. There's a reason—many reasons.

Judy Garland, for example, stands by Lux's mildness and gentleness. There's nothing else like it, And she's especially fond of Lux's rich, creamy "rinse-away" lather. It penetrates the skin, really cleanses, but washes away completely—leaving no after-film to mar your complexion. Leaves nothing, in fact, but that fresh Lux glow.

Remember that Lever Brothers unconditionally guarantees that everything said about Lux Toilet Soap is true—and you may have your money back if you don't think it's the nicest complexion care you've ever had.

...ouly since I was 12, and made my first movie

— even when you've — been wearing heavy theatrical make-up!

what could be fairer than that?





9 out of 10 Hollywood stars believe in it and today more women all over the world use Lux than any other complexion care.

JUDY GARLAND starring in "A STAR IS BORN"

A Transcone Enterprises Production

Color by TECHNICOLOR Filmed In CINEMASCOPE Presented by WARNER BROS.

## COLLECTION OF KUDOS FOR GALANOS



SURROUNDED BY ELEGANCE, present and past, Galanos aits in Costanie Institute of Metropolitan Museum where he

received "Winnie," Live girls wear his new clothes in satin, brocade, wool (\$325-\$895). Designs on dammies go back 150 years

#### 29-YEAR-OLD DESIGNER MAKES OFF WITH TOP TWO EASHION AWARDS

This lone male seated tailor fast on in a crowd of live models and wax dummics has tound sulden saccess on the frontiers of fashs in After three short years in his own business, James Galanes. 20, Philadelphia-born of Greek parents, has won US design's two most important annual prizes—the Neiman-Marcus Design Award and the Coty American Fashion Critics. "Winnie." After an apprentice-ship in Paris, Galanos started his business in Los Angeles in 1951 with \$200 and a staff of two, Five dresses which

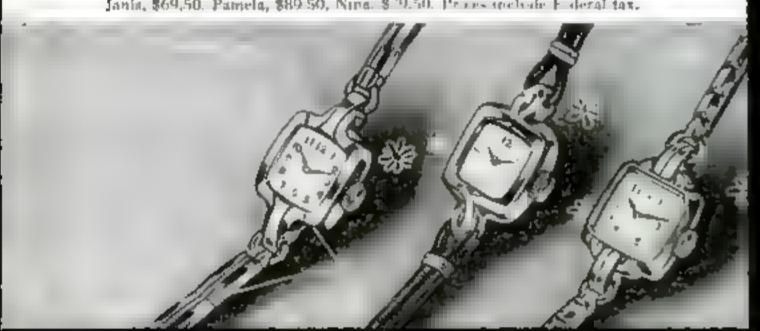
constituted his first "reflection" were shapled up by a local store. Now, with 50 workers, Galanos' designs sell to 15 top. U.S. stores. This season he sold nearly 1,000 of a single \$325 style. Galanos dreses the makes no suits) are not radical in design but are intreately cut to be a simple and are made of spectacular and expensive fabries. Though makers of less costly elemes cannot copy the high priced fabries Galanos uses, they can said undoubtedly will stry to achieve his effect of elegant simplicity.



She may not be shy when it comes to telling the world what a wonderful guy she married. But how often does she speak up for the things she secretly craves for herself? Like a Hamilton watch, for instance-she could have wanted one for years, but never came right out and said so.) Prove you're every bit as wonderful as she thinks you are! Make this the special Christmas you give her the Hamilton her heart has long been set on.

It means so much more to give-or get-a

Jania, \$69,50. Pamela, \$89.50, Nina. \$19.50. Prices melvile F. deral tax.



harb. Color former of Christman watch styres. Send name and advers to thept bear, Hammion Watch Co., Lancaster, Po. Onwo.

### EEGEE'S SUSAN STROLLER

will walk into your child's heart

DERESANTA.

PLEASE SEHD ME SUSAN STROLLER, THE MOST WONDERFUL DOLLY AGIRL COULD HAVE. SHE HAS ALMOST REAL HAIR I CAM BRUSH, COMB, AND CURL. SHE WALKS WITH ME SHE CLOSES HER EYES WHEN SHE SLEEPS AND CRIES FOR COMPANY, TOO.

LOVE, LINDA P.S. MOMMY SAYS SHE COST MUCH LESS THAN OTHER DOLLY'S LIKE HER.





Available in 29", 23", 18" and 14" sizes. From \$3.95 to \$25.00

AT YOUR FAVORITE STORE

EEGEE DOLL Division of Goldberger Doll Mig. Co., Inc., New York 10, N. Y.



COCKTAIL DRESS of smooth black wool (\$285) has lownotched neckline, a Galanos specialty, filled in with pearls.



COAT DRESS of heavy tweed (\$285) is his substitute for a street suit. It is worn with silver fox boa (Mr. John, \$175).

# Even if you never baked one before, you'll get angel food like this with new Swans Down Mix!



# The new Swing-Needle

# SINGER Automatic

does 101 stitch variations as simply as it sews a straight seam



### The secret-the Automatic has FASHION Discs!

Here is truly the most versatile, the most advanced of all machines—an automatic Swing-Needle machine that takes hard work, handwork, and guess-work out of your sewing!

No counting stitches. No tricky adjustments. With the Automatic you get a set of "FASHION Discs," each marked with a picture of the type of stitch it produces.

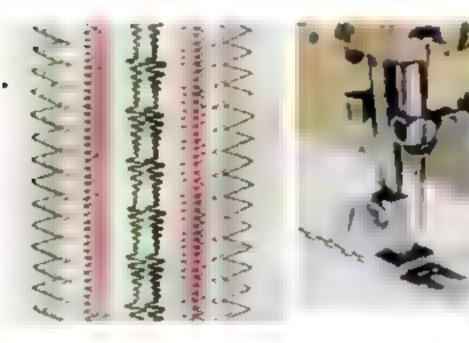
Just slip the Disc you want on your SINGER Automatic. Then watch your machine turn out either arrowheads, dominoes, scallops, zigzags, or any of 101 stitch variations-completely automatically.

It's a marvel for decorative work. The Discs also save you hours on every step of dressmaking, from overcasting seams to shaping scalloped collars.

Finest straight stitching, tool Each Disc will also do the basic, perfect straight stitching that is so essential to home sewing... the kind of stitching for which all SINGER Machines are famous the world over. See this new all-purpose Automatic ... discover the most nearly human sewing machine ever designed.

Cabinet or portable. The new SINGER\* Automatic Sewing Machine comes in black or eye-rest beige—in your choice of modern or period cabinets, or trim, easy-to-carry portable case.

De luxe in every way, it's built with true SINGER dependability and backed by the nationwide service only SINGER can offer. The famous SINGER course of personal sewing lessons is included at no extra cost.

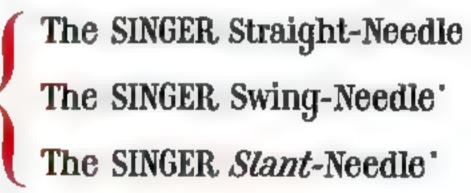


#### New Twin Needle lets you sew in two colore!

In addition to the regular needle, you also get the exciting new Twin Needle.

It lets you sew with two different color threads at once—as easily as you sew with a single thread. You can use it with any "FASHION\* Disc"...get gorgeous two-color effects, shadowed monograms, toned embroidery, smart edgings.

#### A great new machine in the SINGER family -





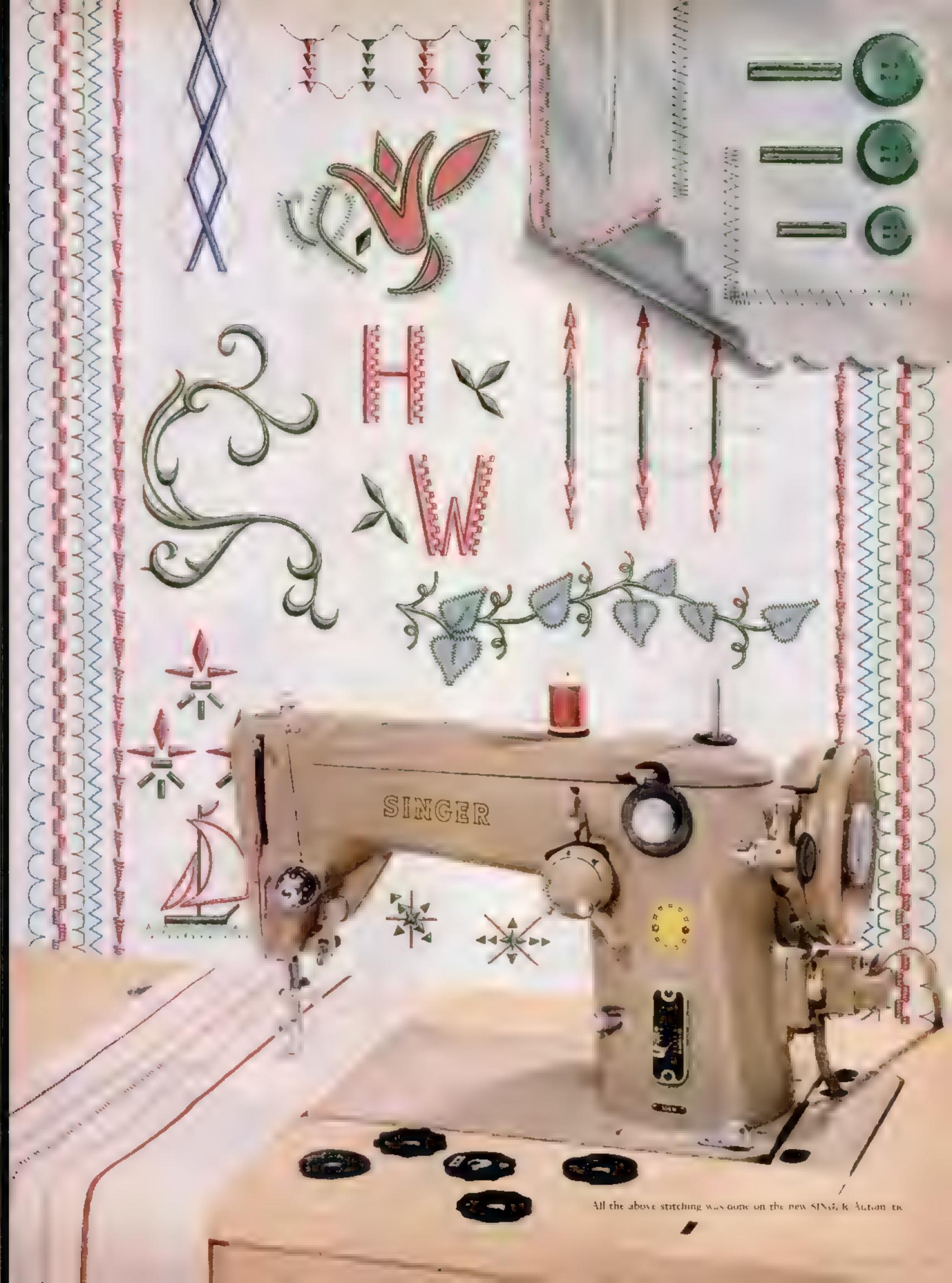
Don't be misled. SINGER sells and services its products only through its company-owned SINGER SEWING CENTERS, identified by the Trade-Marks SINGER and red "S" on the window, and listed in your telephone directory only under SINGER SEWING MACHINE COMPANY.

There are more than 1500 SINGER SEWING CENTERS coast to coast . . . and more than 5000 SINGER service cars always ready to bring SINGER service right to your door.



THERE'S ONE NEAR YOU TO SERVE YOU

Trade-Mark of THE SINGER MANUFACTURING COMPANY, Copprignt, U.S.A., 1964 by THE BINGER MANUFACTURING COMPANY, All rights reserved for all countries





A Modern Chest with unusually smart, graceful lines. Blond oak, equipped with self-lifting tray. Model #3082. Lane Table #257. Chest price,

### The perfect Christmas gift for the one you love!..

### A LANE CEDAR CHEST

COMEWHERE on this page you'll find exactly the right Lane Cedar Chest for . . .

Your Sweetheart-whose Lane will say "I love you" always. A Lane Chest will keep her trousseau lingerie, linens and blankets fresh and fragrant-safe from moths and dust-as no other storage method can.

Your Daughter - to protect her favorite sweaters and woolens . . . and (with the help of gift-giving friends and relatives) help her collect lovely things for a home of her own some day.

Your Wife, Sister or Mother . . . A Lane is the perfect answer to her storage problems ... a handsome piece of furniture, too! A gift she'll enjoy every day of the year!

You'll find Lane Chests at most leading department and furniture stores. When you see them, remember: Just one nice garment saved from moths can pay for a Lane!

Lune is the ONLY pressure-tested, aroma-tight cedar chest. Made of 14-inch red cedar in accordance with U.S. Government recommendations, with a free mothprotection guarantee, underwritten by one of the world's largest insurance companies, assed upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L. Altavista, Virginia, In Canada: Knochtels, Ltd., Hanover, Ontario.

Over 100 styles and finishes. Many at ...

\*Also makers of Lane Tables Easy terms



Bland Oak Chest with self-lifting tray. Model #3081, \$49 95\*



Space-Saver Chest. Blond oak. Opens front, 2 pull-out shelves, Model /C-128, \$69.95°



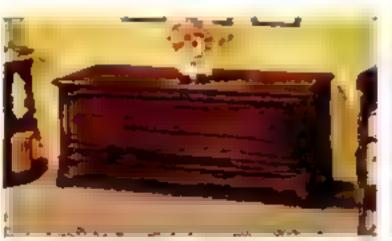
Modern Chest in Scafoam mahogany, Has self-lifting tray. Model #3086, \$69.95\*



Stunning Modern Chest in American wal-



Space-Saver Chest in blond oak. Opens at top, drawer in base. Model #3100. \$59.95\*



Handsome 18th-Century Chest in mahogarry with self-hiting tray. Model #2601. \$59.95\*



Unusual Modern Chest in blond oak. Drawer in base. Model #2852, \$79 95.



nut Self-lifting tray. Model #3008, \$59.95\*

18th-Century Chest in mahogany. Fulllength drawer in base. Model #2221, \$79.95\*

and addition to the party a short with







# LAST RITES FOR THE LATE HOT LIPS

Orall ("Hot lips") Page, who died this month at the age of 46, was a man who lived for training tiplying and wis meapable of mach melan chely. So the last rites which his friends field for lan were not irreverent. After they had seen his remains to the train for burial in Dallas, the mourners trouped off to New York's 3-afty. Stuyyesant Casino and there raised the roof in memory of a great juzz man.

Now Orleans style tunes in the Casino and more than 200 musicians and a thousand jazz fans gathered there to honor him. An origithem were (clockwest from top lett) hugene Sedrie, George Stevenson Gene Korpa, Myra Johnson, Comad Janis, Est he Shu and Jack Tengarden, who kept the room rocking even though the beer barrels ran dry early. It was the kind of crown Hot Lips loved to play for, the kind of crown Hot Lips loved to play for, the kind that would get him to put down his norm and, in a gravely voice, start singing Tuke Your Shors Off Balov or Stop Ruming through My Much.

CONTINUED ON NEXT PAGE







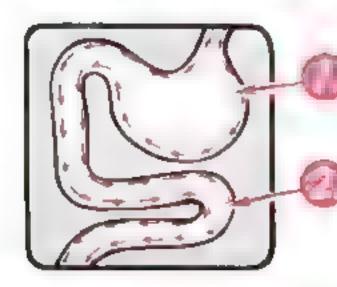




### Stomach UPSET?

Indigestion? Nausca? Diarrhea?

### Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps southe in the stomach...where everdoses of soda and aikalizers may actually prolong the upset!

Pepto-Bismol aiso helps ealm distress in the intestinal tract ... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. It helps retard gas formation; calm hearthurn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

PS. MO? KPS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!

Take Hospital Tested

Pepto-Bismol®

...and feel good again!

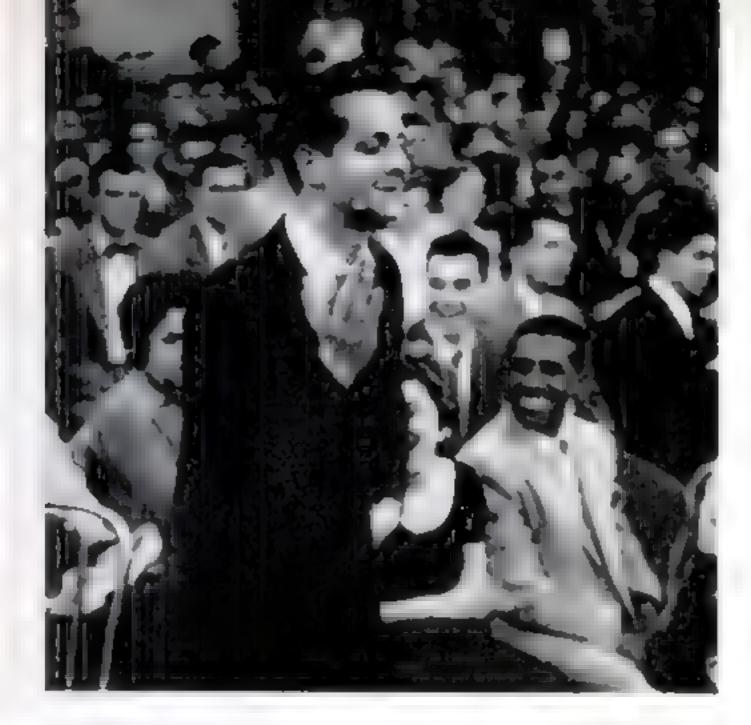
A HORWICH PRODUCT



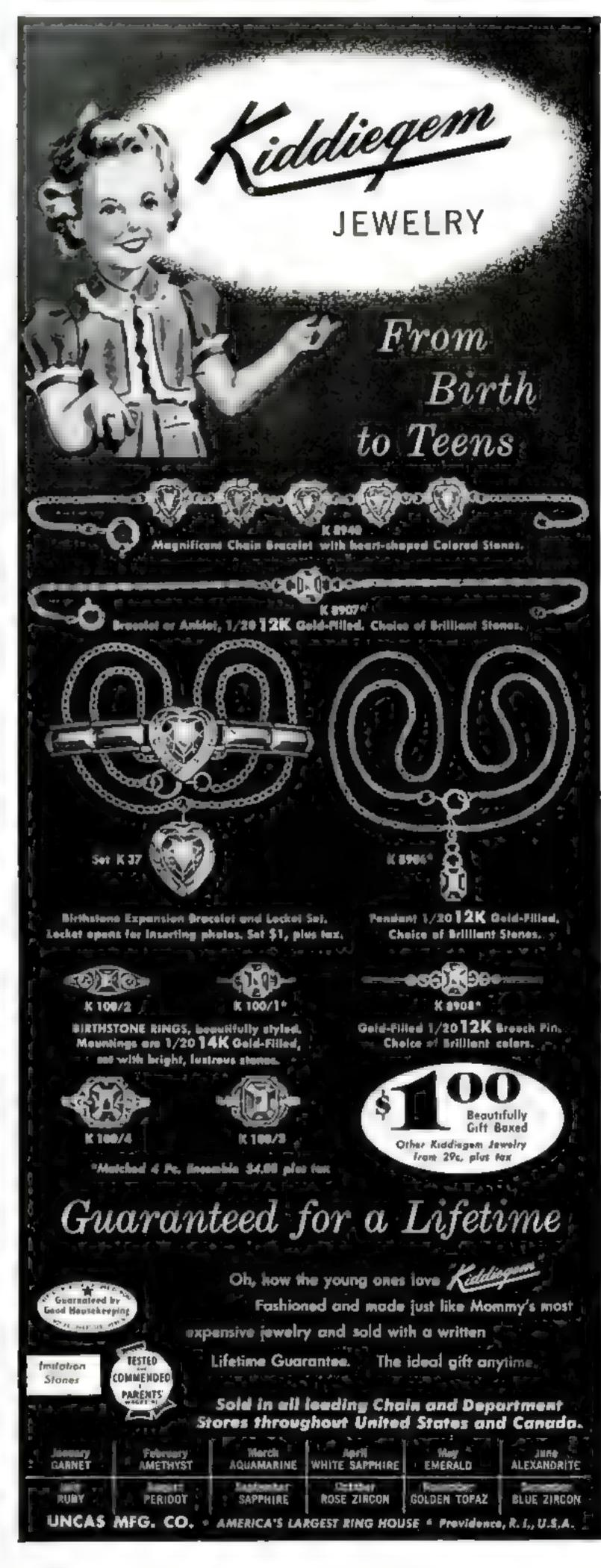
WEEPY PEE WEE— Clarinetist Pee Wee Russell—connot play. Hot Lips once played at benefit to pay Pee Wee's loospital bills (Life, Feb. 12, 19, 1)

FRONT FLIP on stage is Dancer Lew Wills Jr.'s way of thanking Pianist John Guarnieri and Trom bonist Jack Teagarden for a lively Divieland chorus.











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\*Parent applied for

### an exclusive feature of STROMBERG-CARLSON

The BROADVIEW II—with 21 inch Panoramic Vision picture. Smart contemporary cabinet, with decorative recessed speaker grille, in hand-rubbed mahogany or bleached mahogany veneers. Superb performance on VHF and URF, even in difficult fringe areas. Stromberg-Carlson Panoramic Vision models are priced from \$349.95. Other 21-inch models from \$199.95 including excise tax and warranty (slightly higher in South and West).



You've seen and heard a lot about the new panoramic automobile windshields—how they widen your viewing angle and get rid of "blind spots".

Stromberg-Carlson had that idea first—with its Panoramic Vision TV picture!

With Panoramic Vision you can sit practically anywhere in the room and still see every inch of the picture!

And with this true room-wide viewing, you can place your receiver where it looks best—and still give everyone a front row seat!

Before you decide on any television receiver, visit your nearby Stromberg-Carlson dealer. See for yourself what a big difference Panoramic Vision makes in your viewing enjoyment. Only a Stromberg-Carlson has it!

"there is nothing finer than a STROMBERG-CARLSON."

STROMBERG-CARLSON COMPANY ROCHESTER S, NEW YORK

#### Last Rites CONTINUED



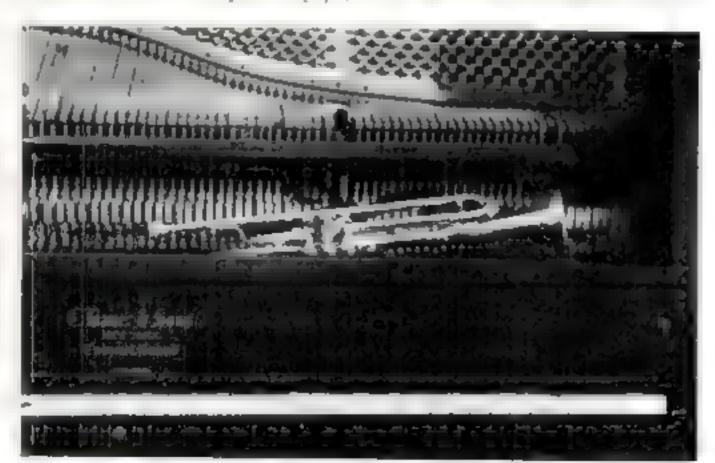
PAGE AT WORK blew broad tone, rasped out vocals, always tried to make music sound "happy."

#### TRUMPET SEEN BUT NOT HEARD

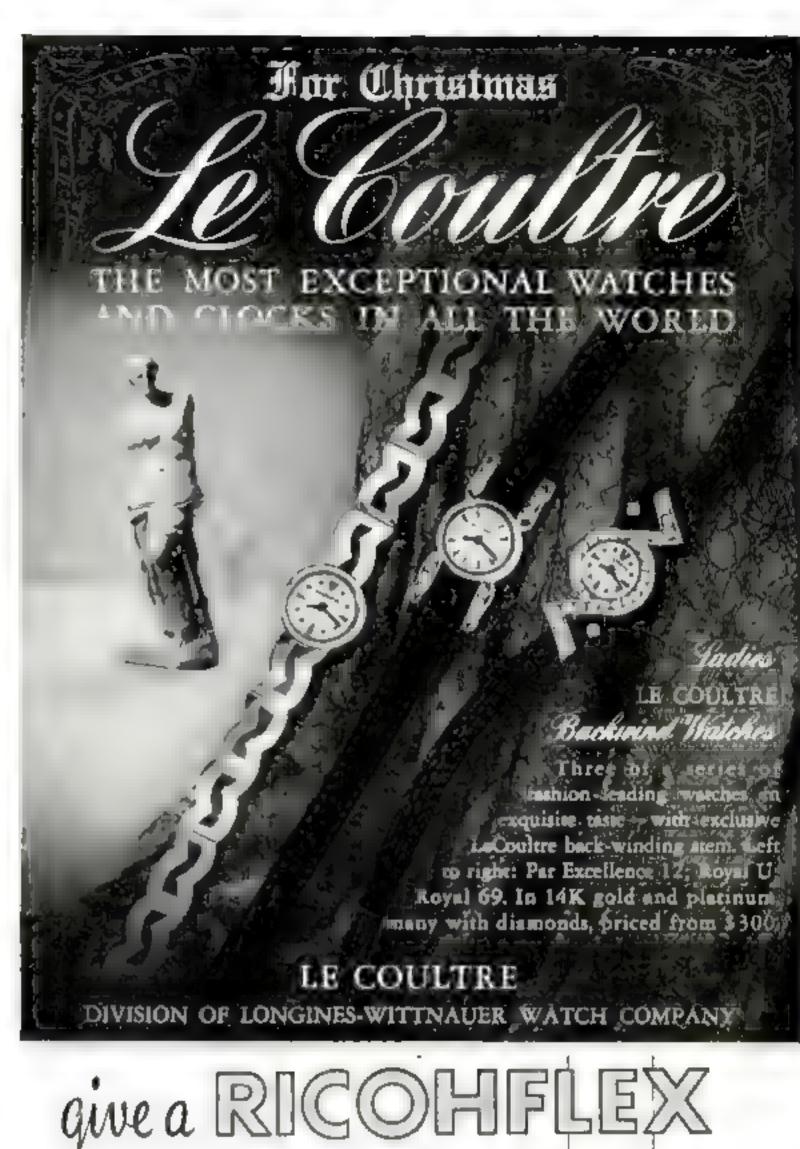
Hot Lips Page, who was born in Dallas, started on the trumpet when he was 12. He led his own bands, later joined Artie Shaw's group as one of the first Negroes in an all-white band. The most famous of his records are St. James Infirmary Blues and The Hucklebuck, which he sang with Pearl Bailey. Though he was no imitator, his playing was often compared to Louis Armstrong's. "And if it weren't for that Satchmo," one mourning fan said, "Lips would have been the best."



HOT LIPS' SON Oran Jr., 15, was given > ,755 raised at bein fit concert. He plans to use the money to help pay for his education in medical school.



HOT LIPS' HORN was placed on piano when session started but was not played by performers. Late at night Oran Jr. carried it to his New York home.





The camera that produces professional results! Priced under \$50! Highly corrected, coated F.3.5 Anastigmatic Lens Takes 12 pictures on standard 120 film....in color or black and white. Handy Ricohkin Adapter allows you to use 35mm film, too!

At Leading Comera Stores Everywhere or Write to

Photographic Importing & Distributing Corp. 67 Forest Rd., Valley Stream, New York

W. Carsen & Co. Ltd 88 Tycos Drive, Toronto 10, Canada

### THE FIRST 12 WEEKS

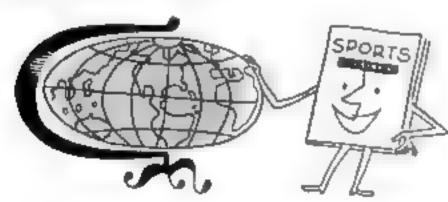
August 16th, as this was written, was a scant 12 weeks ago—but in those 12 eventful weeks, SPORTS ILLUSTRATED has started prize fights and settled ancient debates; it has provided spectacular department store displays and colorful TV and radio program fare. It has sold, for its advertisers, 2 out of 3 of the following products: ships, shoes, sealing wax; also sports cars, luggage, cameras, men's and women's apparel. It has been cut up by kids, bound in leather by executives, welcomed by mothers.

In its 3-month life, SPORTS ILLUS-TRATED's 851 pages of editorial (178 of them in full color) and 190 pages of advertising have opened a weekly window of magazine pleasure for more than 525,000 reader-families.

"I never realized that there could have been such a gap in our lives—until we began reading SPORTS ILLUSTRATED."—J. D. Gunther, V-P, Air Reduction Co., Inc., New York.

#### SPORTS ILLUSTRATED'S World

SPORTS ILLUSTRATED's business is pleasure. Here's where it has taken you in the three short months of its pleasant life. You started with the greatest race ever run between two humans. You wandered leisurely back through the golden history of great sports events.



Color cameras took you into the ring with Rocky Marciano, into the batter's box against Robin Roberts. You went to Saratoga for the sale of yearlings, rode a speedboat with the fastest man afloat. You had an expert's eye view of the U. S. Amateur, scouted the World Series, played golf at the Greenbrier, hiked in the Himalayas, and swam in the cool world underseas.

You've fished in the great Northwest, sailed to Bermuda, watched the duckssweep down from the North—and maybe you've discovered, with SI's editors, that sports is a world without limit.

And the fun has only just begun.

"You have aroused my interest in other sports that I hardly read about previously."

—Miss J. A., Salem, Mass.

#### The Writers

Each week SPORTS ILLUSTRATED has brought between the covers of a single magazine the finest writing that exists on sports. Outstanding authorities provide a regular battery of sports columns never before found in a single publication: Red Smith, Herman Hickman, John Bentley, Victor Kalman, Tex O'Reilly, Billy Talbert, Herb Wind bring to SPORTS ILLUSTRATED their appreciative, sometimes wry, always penetrating insights into the sports they have spent their lives enjoying.

Famous writers have turned their brilliant talents to the world of sports: John Steinbeck, James T. Farrell, Jerome Weidman, Cornelia Otis Skinner. And Paul Gallico has returned to sports—via SPORTS ILLUSTRATED.

"Never has it been such a pleasure to make out a check. SPORTS ILLUSTRATED is suberb, and is interesting in every respect."

—Chester L. Kingsbury, 189 Court Street, Keene, N. H.

#### Circulation and Success

SI is priced high for a weekly, but not too high for those who appreciate the uniqueness of a national sports magazine. Its newsstand price is 25 cents. Its regular subscription price is \$7.50. (Its \$6.00 charter-subscriber offer was also the highest in magazine history.) Yet high price or not, the world of SPORTS ILLUSTRATED seems to be a hard world to resist.

Because of the originality of its idea, subscriptions exceeded 250,000 before the



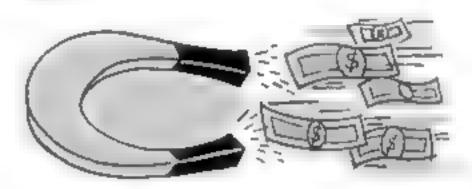
magazine even had a name. Newsstand sale was immediate and fast. Paid circulation since the first issue has been well over 500,000 copies.

Charter subscribers were given the option of paying their bills at the Charter rate, \$6.00, or getting three months' additional copies for \$7.50. Out of the first 200,000 checks received, 96,000 were for \$7.50.

Subscription insert cards have appeared in several issues, for the convenience of families who had been away during the summer, and for newsstand buyers. More than 60,000 of these have come in to date, first at \$6.00, then at the regular rate of \$7.50.

"Since the days of the American frontier, sports have been the keynote of our way of life. Today, Americans have more time and income to indulge their love of sports. Translate this into dollars, and you come up with a multibillion dollar business..."

—Charles Harris, Pres., Zero King Sportweat.



#### **Advertising Results**

SPORTS ILLUSTRATED makes no claim that its impact alone has made business such a pleasure for its advertisers. But there does seem to be something about this wonderful world of sports that makes spending enjoyable. A few examples:

Eighty Ford dealers totalled more than \$250,000 worth of orders as a direct result of Ford's Thunderbird announcement in SPORTS ILLUSTRATED.

A couponed ad in SPORTS ILLUS-TRATED for a leading life insurance company produced inquiries at a lower cost per thousand than any magazine carrying the copy.

One 71-line ad produced \$5,000 worth of business for a golf club maker in less than 3 weeks.

A single announcement ad sold two

\$6,000 sports cars in the first two days after it appeared (the total is now 12).

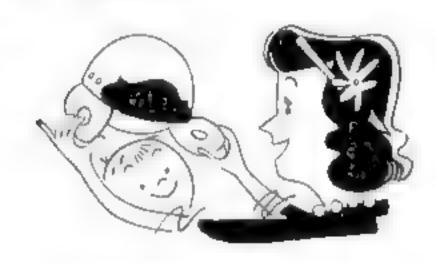
The Pedwin Division of The Brown Shoe Company, reporting dealers' tie-ins up 75% in one month had 86% the next, said, "We never felt effects like this from magazine advertising before."

A motion picture camera manufacturer said, "The way dealers snapped up our products when we told them they were going to be advertised in SI, our campaign is already a success."

Cunard Lines' travel—L. L. Bean's famous sporting goods catalogue—Knox's new line of hats—Brooks Bros. clothing and many other advertisers report specific success from their advertising in SI.

#### 111 New Advertisers

Since publication, 111 new advertising accounts have joined the 201 with which SPORTS ILLUSTRATED started in business. And 1955 plans show the pace of new business for SPORTS ILLUSTRATED is rapidly increasing.



"It brought us more action in our young sportswear department than we've had in two years."—John Brunelle, Buyer, Women's Sportswear, I. Magnin, Beverly Hills.

#### Shopping for Pleasure

The nation's department stores, who have long used sports as an up-beat merchandising theme, welcomed SPORTS ILLUS-TRATED like Rock Hill, S. C., welcomed Dusty Rhodes.

Since publication, literally hundreds of stores in 311 cities have used SPORTS IL-LUSTRATED as a major selling medium. Somehow, something happens to sports themes that makes them make sales sense in SPORTS ILLUSTRATED—even unlikely subjects, such as poodles and ball players, football helmets and ducks and cowboys . . . as well as the new fabrics and the outdoor fashions.

"We are enthusiastic about your wonderful magazine, SPORTS ILLUSTRATED. We believe it fills a definite need in a most interesting and entertaining way.

"Sports are for women as well as men, and I like the way you cover both.

"Sportswear is the fastest growing group of departments in every store. We here at Halle's are grateful for anything that calls attention to the places and occasions on which sportswear is worn. SPORTS IL-LUSTRATED does both beautifully."— Marjorie Reich, Fashion Director, Halle Bros., Cleveland.

#### Influence

"Ezzard Charles came here to the University of Illinois to take a series of physical fitness tests under Professor Thomas K. Cureton. Charles read about Cureton's fitness tests in an article in SPORTS ILLUSTRATED ... Charles said he feels that he has about 3-4 more good years left in him and these tests may help him regain the heavyweight championship."—Edward J. Wojtas, Champaign, Itl.

The International Boxing Commission liked two ideas suggested in the August 16th issue by SPORTS ILLUSTRATED's boxing columnist Budd Schulberg (also well known, we understand, in the field of literature and the cinema). Result: 49,600 people paid 600,000 pesos in Mexico City to see a good fight; and a second, for the world's bantamweight title, is now pending.

The Winged Foot Golf Club in Mamaroneck, N. Y. picked up an idea suggested by another SPORTS ILLUSTRATED article, "Golf's Greatest Putt." Result: four former U. S. Open Champions attempted Bob Jones' great 1929 putt—under the eye of



N. Y. salle d'armes reported new fencing pupils as a result of Paul Gallico's impassioned piece on that exciting but satisfying sport.

#### Vitality

"I can hardly wait for the next issue to come . . . SPORTS ILLUSTRATED is improving with each issue and I always look forward to the coming week so that I can enjoy your publication."—Bob Feller.

As a fast-closing news weekly, SPORTS ILLUSTRATED has been able to move with the speed and vitality of sports themselves. To readers, this is obviously ideal. And to advertisers it has an even more important meaning: \*\*immediacy\*\* combined with selectivity\*\* combined with modest cost.

"This new magazine is a natural and we plan to advertise in it in a big way."—
Harry Doniger, Pres., MacGregor Sportswear.

#### Opportunity

As a weekly, SPORTS ILLUSTRATED joined a selective group of publications. Before August 16th, there were just seven general weeklies.



Now there are eight: SPORTS ILLUS-TRATED, LIFE, Saturday Evening Post, TIME, Newsweek, U. S. News and World Report, The New Yorker, Business Week.

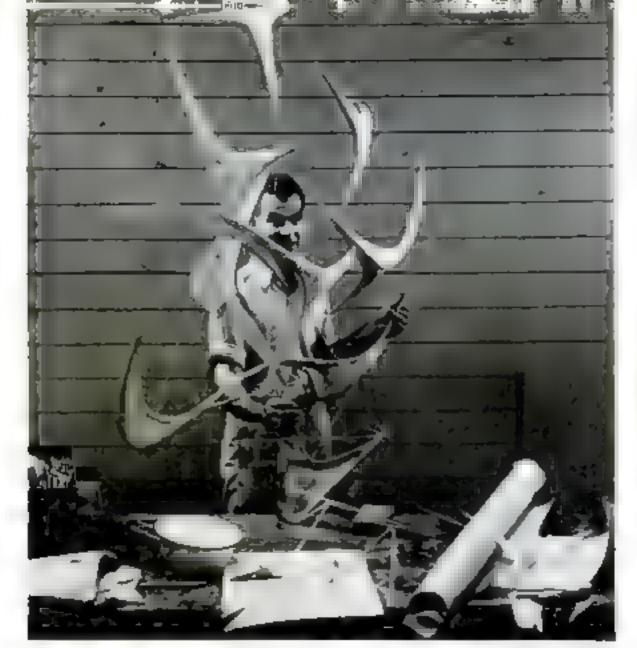
When America got its first national weekly of sports, advertisers got a new opportunity for sales. For many of them, SPORTS
1LLUSTRATED has already become "the
national magazine we've been waiting for."
It is moderate in price. It has a selected
audience. It has the vitality only a weekly
can have.

Moreover, in an economy of abundance, pleasure is an increasingly important factor in making sales and profits. And not until now has America had a truly national weekly—whose business is pleasure—52 times a year.

**525,000 WEEKLY CIRCULATION** 



William W. Holman, Advertising Director, 9 Rockefeller Plaza, New York 20, New York



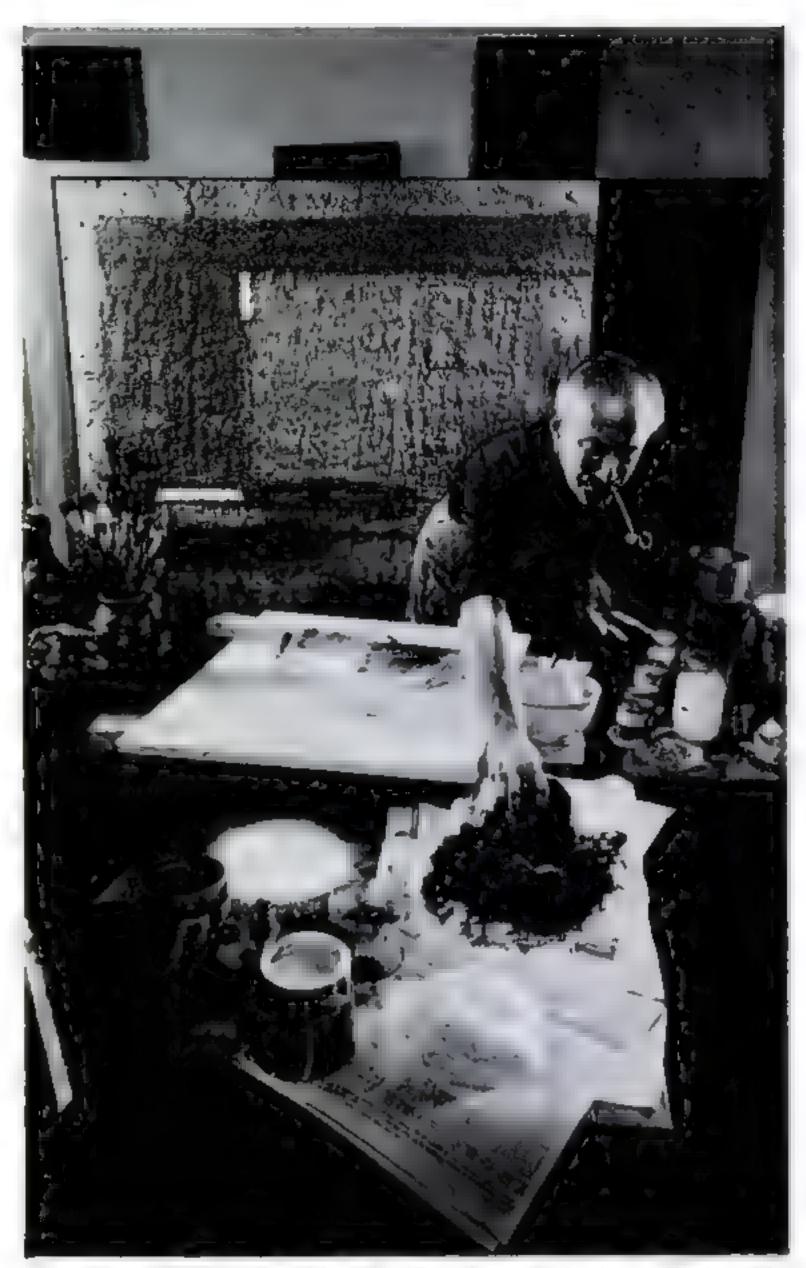
PLASTICIZED CLOTH is used by Robert Cronbach to make birdlike forms of his sculpture, Flight. Wet fabric was stretched over aluminum rods. When dry, forms were strung together by wires.



WOOD CURLS, caught in fanciful scramble between panes of glass, are arrangements of Emil Hess who hangs them from the ceiling or uses them as table tops. He also makes designs on glass with tapes,



STEEL ROD, oxyacetylene torch and goggles are standard equipment for artists at New York City's Sculpture Center. In rear, Barbara Lekberg uses torch to weld metal to surface of sculpture.



HANDFUL OF DUST is collected by Enrico Donati at start of painting. Fascinated by lavalike, earth textures, he tries to achieve similar primeval effects (opposite page) by building up surface with variety of materials, including scattering of ashes from his pipe.

### NEW MEANS FOR MODERNS

#### Artists try out rayon, rods and rubbish

There are strange goings-on in the art world today. Studios have been transformed into foundries, carpenter shops and laboratories. Artists, garbed in mechanics' aprons instead of smocks, wielding acetylene torches instead of chisels, are in the throes of experiment, surrounded by automobile paints, rayon fiber, liquid plastics, wood shavings, metal rods, glass, wires. This transformation, which has come about largely since the war, stems from the modern artist's desire to express new ideas, achieve new images and effects. With 20th Century aptitude he has begun to make use of modern industrial products. To dramatize luminosity he has learned to paint on orlon; to create lightweight, aerial sculpture he is molding forms out of plasticized fabric. Such experiments, of which a few are shown here, have resulted in often startling, sometimes impressive works and are helping to enlarge the territory in which an artist can work.



RAYON, DUST AND AUTO PAINT are all used to the a total paint are of oltra absirationist Enrico Donat It to a base of wet and goody paint and globale he work-

sand stones, rayon fiber coder vacuum chance dett. Landing up an inclutionk surface, here coarse in texture there smooth. He then works and models it wit

is palette krife. Drunti profes to use the not rilled of his major as. He res his he says, are "sur time as hard as rock, which done or knot break."



INK ON ORLON produces I rilliant colors for abstractionist John Ferren, who stretenes or on ever a ward is so that the hart comes through and paints over it with bright, nearly translatent inks. The paintings must also be displayed in with as. They give something of the effect of stamed glass, although much bright ir, the light from belond producing a humanous glow, better has tound a second advantage in orbin, it goes not strink and stretch as a linen canvas, but s



WOOD IN PLASTIC is used by Japanese born Sculptor Leo Amino, who here breaks open a null. An are pours transparent liquid plastic into the mold, lets it reach a jellylike consistency, and embeds wood and other objects to add texture, color and form to the final work. Then he fills the mold with plastic, bakes it hard and finally files and burmshes it to a high hmish. His Hunter (right) has pieces of polished mahogany set inside to accontuate the line of face and figure



### An American Toy means real Christmas joy

These American toys are on sale at your local stores...

...or write manufacturer for name of nearest dealer





#### America's Finest ON-A-LITE\*

Tree trimming is fun with ON-A-LITE. Just string the cord on the tree, place lights — ANYWHERE on the cord. Each light burns independently. Fireproof, foolproof, shockproof. Use INDOORS or OUTDOORS, use as many as 25 lights to a cord—UL APPROVED! 7 light set with lamps and 12' cord, \$2.98. Without lamps, \$1.98. Extra sockets, 3 for 69.4

ON-A-LITE CORPORATION Peeria 5, Illinois



#### Gay as Christmas! SPARKL-TEX

The original, popular, non-flammable decorative drape for your Christmas tree base, mantel, and many other holiday decorations. Fire-proofed cotton snow glittering with adhering aluminum flakes of silver, or silver, red-and-green 32"x64" strip in cellophane bag, shown, 98¢. Other sizes available at 49¢ and \$1.29.

UNION WADDING COMPANY PAWINCKET, R. J.

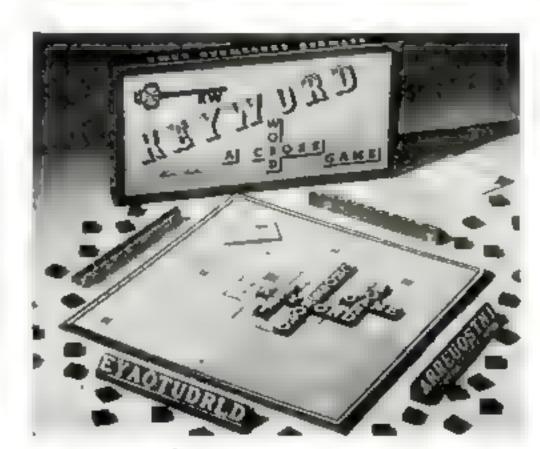


### "TONTO" HOLSTER SET

and Indian Headdress

Listen for the whoops of joy when your budding "Brave" or "Squaw" opens this package. An authentic, gaily-colored feather headdress, Indian gun and holster—just like the Lone Ranger's pal wears. Gun is popular break-open type. Feathered headdress and holster set \$3.95. "Tonto" holster set alone \$2.98.

ESQUIRE NOVELTY CO. 200 Fifth Ave., N. Y. 10, N. Y.



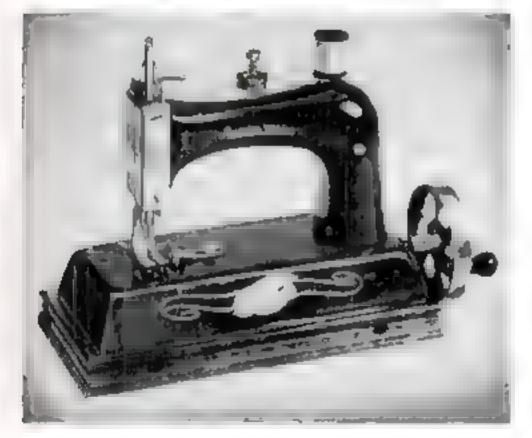
#### KEYWORD

Crossword Game

The Best of All Crossword Board Games

A great favorite with all ages. Fast, easy acoring makes play interesting and delightful. Three exclusive features add to your fun! Rules include Solitaire, Partnership, and Keyword for 2, 3, 4 players. Illus., No. 685, wood tiles, \$3. No. 686, Ivoroid tiles and exclusive Timer, \$5. No. 684, Tekwood letters, \$2,

PARKER BROTHERS, INC. Salem, Mass.



#### Real Junior Miss SEWING MACHINE

When dolly hasn't a thing to wear, her little "mommy" can whip-up a dress in nothing flat! This 10" sturdy steel machine sews actual stitches — with thread—just like Mother's. "Perfectly safe, easy for any child to operate; and marvelous training." Base fastens to table. Guaranteed for life. Comes with complete instructions. \$5.98.

THE LESLIE HENRY CO. 200 Fifth Ave., New York 10, N. Y.



#### Famous Walking Spring Toy SLINKY\*

The original squiggly, squirmy toy that walks down stairs and slopes. Slinky performs dozens of fascinating tricks... provides fun-filled hours for children of all ages. Nothing to wind up, Slinky is the perfect toy for stuffing a merry Christmas stocking. \$100.

JAMES INDUSTRIES, INC. Paoli, Pa.



#### Transogram

#### LITTLE COUNTRY DOCTOR PLASTIC KIT

Realistic safe plastic models of doctor's equipment. Kit includes lung meter, health machine, microscope, vinyl uniform, stethoscope, etc., to provide fun for all little play doctors. There's a complete Little Play Nurse Kit for sister, too. Each packed in rigid plastic carrying kit. \$2.98 each. Others at \$1.98 and \$1.00.†

TRANSOGRAM COMPANY, INC. 200 Fifth Ave., New York 10, N. Y.



Just Like Dad's

#### INTERNATIONAL HARVESTER TRACTOR

Looks, sounds like the real thing! Your 3 to 8 year-old can drive this tractor himself. Chain-driven action, rubber tires, fingertip steering, automatic trailer hitch. Plus built-in safety features. Guaranteed indestructible aluminum alloy with baked red enamel finish. 39½ long. 27½ high. \$32.95.

THE ESKA COMPANY 100 W. Second St., Dubuque, Iowa

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*trulamer

iprices allebily higher to West and South



### Here's an American round-up of toys...

These American toys are on sale at your local stores...



#### Everyone Likes EASY MONEY

Build your own real estate empire, run a night club, or win cash in a lottery! The whole family will have fun galore as they win or lose fortunes in this fast-moving game of business. Twenty thousand "dollars" in fun for two players or a crowd. Deluxe Edition shown, \$2.50 Also \$2.00. Another Milton Bradley Key To Fun and Learning.

MILTON BRADLEY CO. Springfield 2, Mass.



#### The Original LINCOLN LOGS\*

Hours of real pioneer fun for youngsters... making minature cabins, stables, barns, bridges and wagons. Easy-to-handle, notched interlocking logs ¾" in diameter Stained brown and waxed 79 pieces include red gables, chimneys, wheels and axles; green roof planks, building instructions. Ages 5 to 12, \$2 00. Other sets \$1 25 to \$7.00.

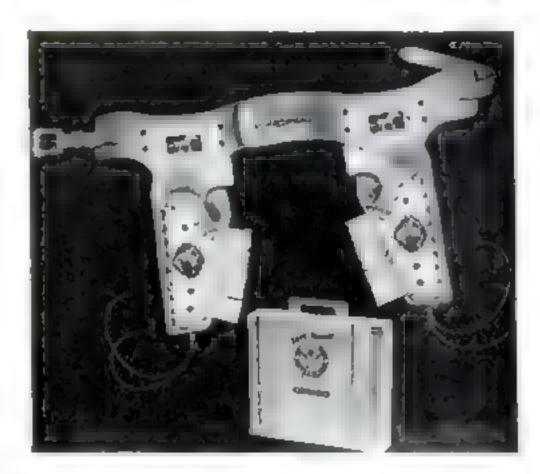
LINCOLN LOGS 1750 N. Lawndale Ave. Chicago 47, III.



### Sturdy steel DOLL'S WARDROBE TRUNK

Here's a doll's wardrobe trunk grownup enough to go 'round the world! Roomy drawers, sliding hanger bar. doll's clothes hangers, silk ribbon tie, and 2 locking latches—plus colorful travel stickers. Colorfully decorated lining. Baked enamel finishes in bright red, grey, blue. Inside dimensions, 16" trunk (illustrated) \$5.50,18" trunk \$6.50, 20" trunk \$7.50.

RAPAPORT BROS. INC. 1826 S. Wastenaw Ave., Chi. 8, III.



### "LONE RANGER" Top Grain Double Holster Set in Carrying Case

Designed in the true tradition of the Old West. It's a "Long Ranger" Double Holster Set in top grain cowhide. Decorated with jewels and metal conchas with a real western flavor. Complete with 2 break-open guns in durable luggage carrying case, \$9.95. Other holster sets for as little as

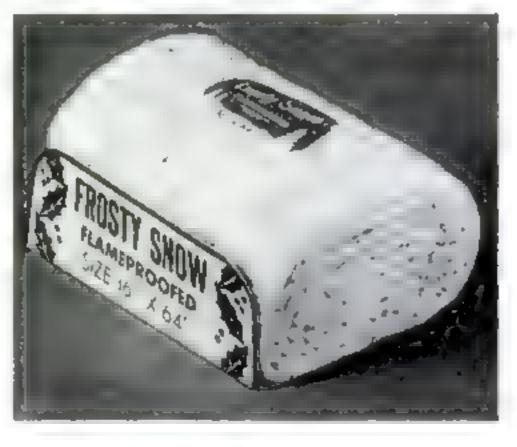
ESQUIRE MOVELTY CO. 200 Fifth Ave., N. Y. 10, N. Y.



#### For ages 6 to 8 HUFFY-BYKE\*

You can ride this "Huffy Super 24" safely. Designed to fit small children who want a "big bike," it looks big, fits small. Adjustable Fits-Sooner" frame grows with the child, still fits years later. Tough, rugged, built to take a beating. Guaranteed long-as-you-own-it! A Fits-Sooner" Huffy for every age. Girls, too.

THE HUFFMAN MANUFACTURING CO. Dayton 1, Ohio



#### Sparkling FROSTY SNOW\*

An attractive, flameproof decoration for Christmas Tree — Mantel — any Hollday use. Gleaming multicolored flecks, frosting snow-white cotton, gives real sparkling "Frosty Snow" effect. 16" x 64" drapable sheet in Holiday wrap. Made by the original makers of widely used "No Flame" cotton. 39¢—Higher in some areas.

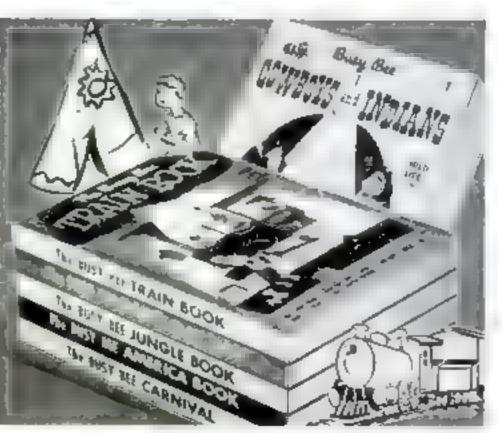
LOCKPORT MILLS, INC. Lockport, N. Y.



### Rollicking Rocking Toy! DONALD DUCK \* \*\*.\*\* ROCKER\*

This sassy inflatable Donald Duck Rocker will be your tot's favorite toy! Made of rugged Boltaflex plastic with built-in noise-maker that squawks with every merry bounce. Stands 24" long by 21" high and has patented construction for extra durability. Decorated in 5 colors with jaunty sailor hat and ribbon. For ages 3 to 8. Only \$2.98.

KESTRAL CORPORATION Springfield, Mass.



### Weeks of Play in These NEW FUN-PACKED BUSY BEE BOOKS

Days of busy fun in each book of 160 giant pages by famed CHILD LIFE editors. Hundreds of games, puzzles, play ideas, coloring pictures, and full-color cut-out toys from 3-foot teepee to 8-foot train! Two books each for ages 4-7, 6-9, 8-12 Can also be bought separately. Package of six, \$6.

GARDEN CITY BOOKS Div. Doubleday & Co., Inc. 575 Madison Ave., N. Y. 22, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Produces

torices slightly higher in West and South

### To thrill every girl and delight every boy!

... or write manufacturer for name of nearest dealer



#### "MODEL" UNIT MOBILE CRANE

A junior road engineer's dream! "MODEL" Crane's clam shell scoops up earth, swings wide on big 19" boom. Cargo hook lifts astonishingly heavy loads. Operations are controlled from cab. Front wheels steer by tow bar. Real rubber tires, dual rear wheels and baked ename! finish on heavy steel body Forages 6 to 12 \$13 95. 11 Western states, \$14 75.

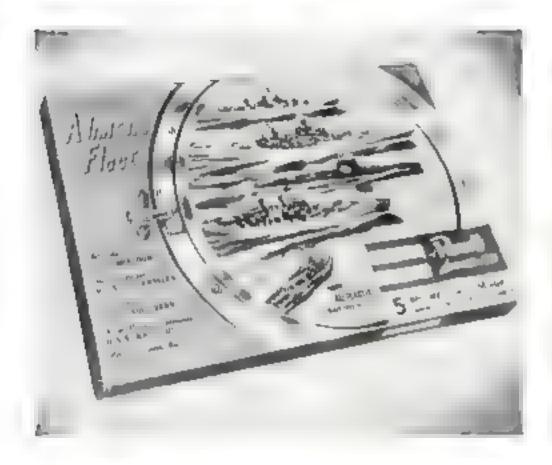
THE CHAS, WM. DOEPKE MFG. CO. Ressmoyne, Obio



### Fisher-Price's MUSICAL SWEEPER

Plays gay musical notes...
and sweeps, too. A fungiving aid to the child beginning to walk. Satisfies
need for educational and
dramatic play and desire
to "help" Mother. Wire
bound brush, dust compartment, colorful steel cover,
sturdy wood sides, wheels
and 18½" handle. For ages
2 to 6 years old. \$2,00.†

FISHER PRICE TOYS, INC. East Aurera, Erie County, N. Y.



#### REVELL'S "ADMIRAL'S FLEET"

FIVE authentic, miniature Naval models are in these construction kits! All parts, designed to accurate scale, precision-molded in easy-to-assemble plastic. Set contains Battleship Missouri, Baltimore Class Heavy Cruiser, Submarine Nautilus, PT (Patrol Torpedo) Boat, and Destroyer Sulityans. Complete with cement, paints, brush, instructions, \$6.95.

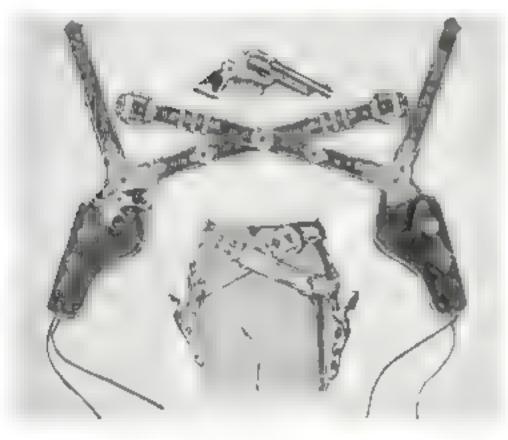
REVELL, INC. 4223 Ocean Park Ave., Venice, Calif.



### Real Music Maker! "EMENEE" GOLDEN SLIDE TROMBONE\*

No need for costly music lessons! Full scale of notes are played automatically as side is operated by looking at fully visible dial indicator. Plastic, gold-finished trombone has solid brass tubing for slide, sterilized mouth piece. Complete with stand, song-book, and carrying case. 6 to teen-age. \$7.00 † Other instruments from \$4.00 to \$15.00.†

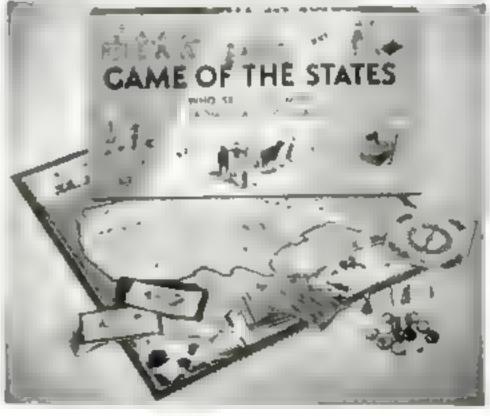
EMENEE INDUSTRIES 200 Fifth Ave., N. Y. 10, N. Y.



#### NEW "TWIN-SLING" DOUBLE HOLSTER SET

Authentically styled after the sets of the old Westerners, this new double holster set—complete with two Texan Junior repeating pistols—slings over both hips. Genuine ponyskinfinish leather, with binding for durability. Extra bullets on belts, leather tie strings on pockets. Jewelled medallion and bright nickel stud decorations. \$5.95, complete.

J. HALPERN COMPANY 810 Penn Ave., Pittsburgh 22, Pa.



#### Geography Can Be Fun GAME OF THE STATES

With this highly entertaining and educational game,
the youngsters can "drive"
from coast to coast, learn
the location of states, capital cities and their important products. Children
make sales and deliver goods
to all corners of the country.
Ages 6 to 12 \$2 00. Another
Milton Bradley Key to Fun
and Learning.

MILTON BRADLEY CO. Springfield 2, Mass.



### Real-life detail! "FRIENDLY FOLKS" MOTEL

Modern living in miniature, and such fun to assemble! Includes 2 different guest rooms, full kitchen, adjoining bath. Registration office, signs, auto for vacationers, and a family of 6 with their own luggage. 75 pieces in all! 5-color metal with unbreakable plastic furniture, figures, Easy instructions. Ages 3-9, \$6.95.

KIDDIE BRUSH & TOY CO., INC. Jonesville, Michigan



#### FOLDING DOLL COACH

Everyone stops to kiss the doll baby when her little "mother" has this beautiful, traffic-stopping carriage. In maroon-and-cream non-toxic simulated leather with aluminum frame and wheels, rubber tires, and 4 bow hood with sun visor. Tubular handle and foot brake, Washable; easily folded for storage. For girls 4 to 8 years. \$8.00 †

PLAYTIME PRODUCTS INC. 442 N. Detroit St., Warsaw, Ind.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

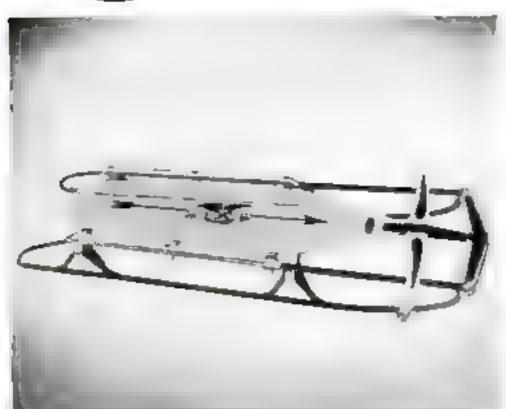
and women's

fortees slightly bigher to West and South



### Each play-packed toy is American-made...

These American toys are on sale at your local stores...



#### FLEXIBLE FLYER\*

The Greatest Name On Snow

For the fastest, safest, best sledding it's Plexible Flyer. The only sled with "Airline" safety runners and "Supersteering." New automotive type bumper means Flexible Flyer is stronger and better looking. Ash wood throughout. Two coats varnish. Illus. Super Model 251—\$12 45.† Other models from 37" to 65".

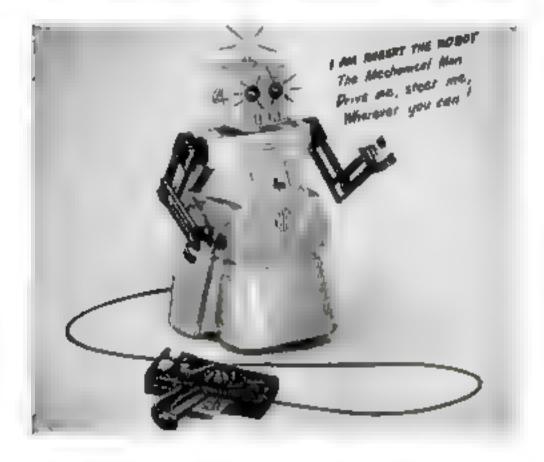
S. L. ALLEN & CO., INC. 5th and Glenwood Ave. Phila, 40, Pa.



#### "CIRCUS PARADE" Toy Chest

It's fun to be neat as a pin with this gay, appealing toy-storage chest. Of sturdy furniture pine lacquered to a hi-gloss finish. Circus animal decorations in eye-catching colors. One-piece hd with riveted hinges takes a heap of banging. Boys and girls of all ages can pack plenty of toys in this big, roomy chest. 30 ½ " x 14 ½ " x 13 ½ " high, \$12 95.

THE MODERN CRAFTS COMPANY 6160 Bartmer Ave., St. Louis 14, No.



### IDEAL'S ROBERT THE TALKING ROBOT

Out of science fiction comes Robert the Robot! He walks in any direction. His hands clutch objects. Lights go on or off. He'll recite a secret poem, too! Metalic-finish high - impact plastic with winding crank, "control box." For ages 2-5.... "it's a wonderful toy, it's Ideal." \$5.98

IDEAL TOY CORPORATION 200 Fifth Ave., New York 10, N. Y.



#### PAINT WITHOUT PAINTS\*

Make full colored pictures with plain water! Like magic the artist just "paints" with a brush dipped in water over black and white pictures. Instantly, magic colors appear, Eight books containing 64 pictures to color, with story on each reverse side. Two brushes and water-pan included, \$1.50. Other Paint without Paint Sets at 75¢.

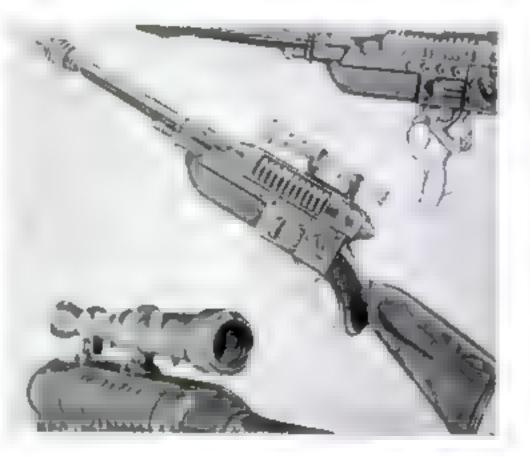
THE PLATT & MUNK CO., INC. 200 Fifth Avenue, N. Y. 10, N. Y.



#### Baby's Best Friends TOYLAND PET SHOP

A pack of personality pups, ready to join in baby's fun; for crib, tub, or carriage. Molded of sanitary, washable, vinyl-plastic, soft and cuddly to hug or chew. Lightweight, easy to hold. Each pet "speaks" when squeezed by tiny hands. For tots 1 month to 4 years. Choice of 5 pups. Sets of 3 at \$2.98, or 1 pup, individually boxed, for \$1.00

MOLDED LATEX PRODUCTS, INC. Paterson 3, New Jersey



#### STRATOBLASTER

Repeating Cap Rifle with 3 Power Telescopic Sight

This big 26% inch shooter is an impressive toy. Optical quality telescopic sight brings the target up 3 times larger than seen with the naked eye. Shoots standard roll caps. Breech opens to load. Durable plastic, 5 times tougher than ordinary plastic toys. Ages 4 to 12, \$2.98.

RENWAL MANUFACTURING CO., INC. Toyland Park, Mineola, N. Y.



#### For Tomorrow's Spaceman SPACE CRUISER

Take off for the stars in this beautiful red, white and yellow space cruiser! Chain drive, ball bearings; two-way adjustable safety-type bucket seat saddle allows use by older children. Flying saucer gun really shoots. Swiveling front wheel permits 360° turns. 48" long. For boys and girls, 3 thru 8.

GARTON TOY COMPANY Sheboygan, Wisconsin



#### "MODEL Toys" AMERICAN-LAFRANCE AERIAL LADDER

A Prestige Toy—the most authentic model fire engine on the market! Features include die-cast aluminum extension ladder with revolving base, spring ladder lifts, extension jacks and auxiliary ladders. Length, 33"; height (ladder extended), 42". Baked-on ename! finish. Ages 4 to 10. \$19.95. 11 Western states, \$20.75.

THE CHAS. WM. DOEPKE MFG. CO. Rossmøyne, Ohio

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tement fortees slightly bigher in West and South

### There's a barrel of fun in this Christmas parade

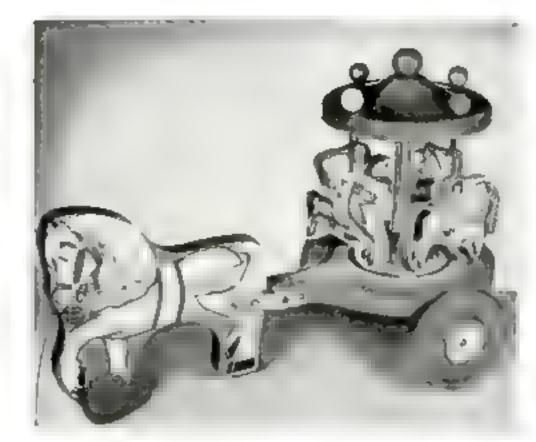
...or write manufacturer for name of nearest dealer



### Transogram "LADY LOVELY"\* BEAUTY KIT

Perfect for little girls who want to be like Mommy! Dainty pastel pink-and-blue beauty kit contains; plastic vanity with real mirror and removable drawer; plastic lipstick that really turns; dainty plastic compacts for powder & rouge; manicure set; cleansing tissues; and other safe, plastic beauty aids. \$1.98 † Others at \$2.98, \$1.00.†

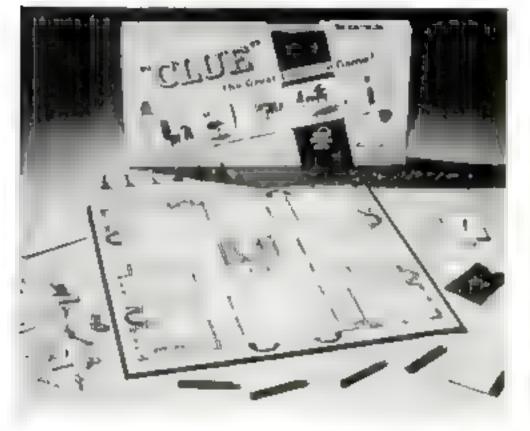
TRANSDGRAM COMPANY, INC. 200 Fifth Ave., New York 10, N. Y.



### Carnival Fun MERRY MERRY-GO-ROUND

Perfect pull-toy for any boy or girl. The horses spin 'round and 'round and the music comes out ding-dong as the toy is pulled. The carousel horses and their jaunty riders are painted in safe, bright and appealing colors. 18" long, with steel wheels that can take the bumps, \$2.98.

THE N. N. HILL BRASS COMPANY East Hampton, Conn.



#### CLUE

#### The Great Detective Game

A SEST SELLER. Exciting and of intense interest throughout. Pascinating to adults and teen-agers slike. Clux has many enjoyable features, entirely new in this age of smart games. Clux contains the finest equipment for as many as six payers—and is a detective game that would delight any sleuth! \$3.00.

PARKER BROTHERS, INC. Salem, Mass.



#### 100-Toys-In-1! PEG BLOX

This new, different block set contains 44 bright, durable wooden blocks . . . 11 basic shapes . . . that can be easily assembled into trucks, jeeps, planes, tractors, buildings, boats by means of connecting wooden dowels. Develops coordination, creative interest, Ages 6-12, With design sheet. \$1.50. Deluxe set \$3.00.

LINCOLN LOGS 1750 N Lawndale Ave. Chicago 47, III.



#### JUNIOR ROADMASTER SIDEWALK BIKE

"Jack and Jill" deluxe model with removable cross bar to convert from boy's to girl's style. Detachable trainer wheels. Chrysler Oilite bearing wheels with semi-pneumatic tires. Steel frame, luggage carrier. Chrome plated fender shields, handle bar, truss rods. Maroon or black with red and white trim. For ages 4 to 7. About \$27.95.†

JUNIOR TOY CORPORATION
Kammond, Indiana



### Bright and Sparkling WALCO COSTUME JEWELRY

Dress up like Mother with the beautiful bracelets, necklaces, pins and earrings you can make for yourself. Fancy-up your ties, belts, combs and hat bands. You get pearls, rhinestones, sequins and assorted beads; thread, wire, glue, needles; clasps, earring-backs, bar pins. Happy creative hours for girls 9 and up. Instruction book.et. \$3 00 †

WALCO BEAD CO. 37 West 37th St., New York 18, N. Y.



#### \*1203 BANNERTONE\* TEA SET

#### Fit For A Queen

She can pour tea for the nursery set or for grownup Sister's friends with her beautiful Bannertone Tea Set of moulded two-color plastic. Tea pot, creamer, sugar bowl; 4 cake plates, cups, saucers in choice of dark blue or coral with white. Knives, forks, spoons finished in Banner's silver-like Metaltone. Girls 4 to 12, \$1.98.

BANNER PLASTICS CORPORATION Paterson 3, New Jersey



#### PRANCER HOBBY HORSE

Prancer is made by Thayer, Builder of Better Things for Babies. He is safely suspended from 4 thick corner posts by strong level springs, which can be adjusted for any young dude 2 to 8. He's dapple white with bright red saddle and bright blue harness. 36" long, 15½" wide, 33½" tall. \$14.95.

THAYER INC. Thayer Square Gardner, Massachusetts

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. .

sprices alightly higher in West and South



### You'll find toys for learning and toys for play

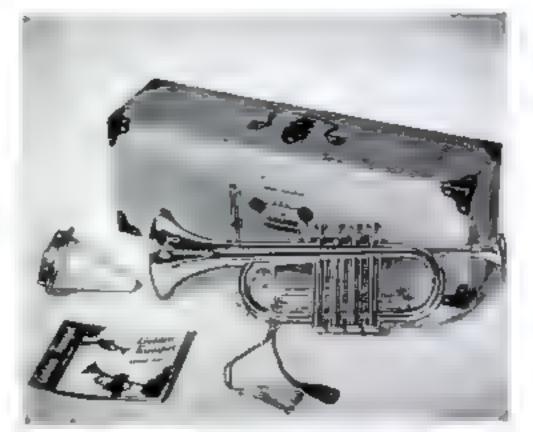
These American toys are on sale at your local stores...



### For Woodburning Art Work ELECTRIC WONDER PEN

Lasting pictures burnt in wood. Guaranteed, underwriters approved, brasstipped pen with cork holder Easy to use. 4 additional pen points for achieving special effects. Set includes bleached bass wood plaques, paint set, instruction booklet, and 11 interesting wood-burning designs. For ages 7 years and up. \$3 00 †

AMERICAN TOY & FURNITURE CO. 6130 N. Clark St., Chicago 26, III.



### "EMENEE" GOLDEN TRUMPET

Your 5 to teen-age boys and girls can play this 13" authentic looking trumpet without lessons! Brass hand-turned reeds play the notes when valves are pressed. Comes complete with sterilized mouthpiece and new realistic trumpet mute. Price includes stand, music book and carrying case. \$4.00.† Other instruments from \$4 to \$15.†

EMENEE INDUSTRIES 200 Fifth Ave., N. Y. 10, N. Y.



#### GO TO THE HEAD OF THE CLASS

A game for the whole family. Players move from desk to desk and from grade to grade, depending on knowledge, ingenuity and luck in answering questions. The one who gets to "college" first, wins. Wonderful for home parties, Pun and excitement for 2 to 9 players. Instructions enclosed, \$2.50. Another Milton Bradley Key to Fun and Learning.

MILTON BRADLEY CO. Springfield 2, Mass.



### Gay, Washable FOLDING DOLL STROLLER

An absolute necessity for a little girl—to show off her favorite doil, or take kitty for a ride. Stroller folds easily... to carry upstairs and put away. Steel frame and wheels, rubber tires, step plate and attached shopping bag. Washable, bright red vinyl finish. Holds 26" doil. For ages 2 to 6, \$4.25.

PLAYTIME PRODUCTS INC. 442 N. Detroit St., Warsaw, Ind.



#### "BLOCK CITY"

Scaled Model
Construction Sets

Have fun making hundreds of different buildings—with these Washable, All-Plastic miniature concrete blocks. It's easyl It's fun! It's educational! Each set complete with blocks, doors, windows, fences, and 20 page instruction book. For Boya and Girls 5 to 12. Set ilius. \$2.95. Others at \$4.95, \$7.50 and \$15 00.

PLASTIC BLOCK CITY, INC. 4221 W. Lake St., Chicago 24, UL.



#### Amsco

#### 30" DOLL-E-HICHAIR Holds Her Largest Doll!

It's so much fun to feed dolly in this realistic hichair! Her feeding tray actually lifts...has colorful,
amusing play beads. Nonskid feet keep dolly sately
upright...ahe even has a
sturdy foot rest. All steel
and wonderfully well-made
for years of play. In pink
and ivory with gay nursery
decorations. \$3.98.†

AMERICAN METAL SPECIALTIES CORPORATION Hatboro, Pz.



### JUMBO BOX OF STICK'EM PICTURES\*

Fun-time for hours on end! Eight books containing 32 pages of gummed pictures to cut out, in colors. 32 pages of outline pictures. Match the cut-outs to the outlines and "stick'em." No glue, no mess. Set complete with safe, steel kindergarten blunt-nosed scissors, \$2.00. Other Stick'Em sets at \$1.00

THE PLATT & MUNK CO., INC. 200 Fifth Ave., N. Y. 18, N. Y.



### PRINCE VALIANT A Game of Valor

Prince Valiant was one of King Arthur's noblest Knights. This exciting new game lets youngsters recreate his adventures . . . sharpen their imaginations . . . whet their appetites for history! No set paths to follow . . . each player plans his own strategy. Two to six can play—and every move's a new adventure! \$1.98.†

TRANSOGRAM COMPANY, INC. 200 Fifth Ave., New York 10, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*tradomer

fprices slightly higher in West and South

### ... Toys they'll enjoy-the American way!

...or write manufacturer for name of nearest dealer





#### PAL SUPERBIKE

440 Series

A "Cadillac" of a velocipede
... at "Ford" prices! Jumbo
size, puncture-proof tires.
Ball bearing front and rear
wheels. Gleaming chrome
plated handlebar and truss
rods, Spring saddle. Bicycle
type pedals. Finished in
brilliant fire engine red and
white. Three sizes, A real
"PAL" for children 2 to 6.
\$14.95 as illustrated.

PAL PRODUCTS DIVISION Ree Moters, Inc. Michigan City, Indiana



#### Junior Size POOL TABLE

A handsome, authentic pool table that will make any 8 to 15 year old the envy of the neighborhood! Table is 28" high, measures 44½" by 25". Rail and legs are ivory-colored with contrasting maroon corners, diamonds and leg tips. Green, cloth-covered playing surface. Complete with set of balls, two cues, triangle, instruction book. \$32.50.†

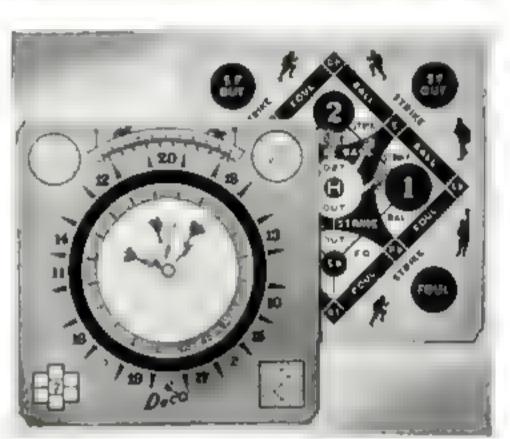
THE BURROWES CORPORATION 200 Fifth Ave., New York 10, N. Y.



#### Colorful, action-packed! U-DRIVE-IT

Exciting new skill toy for motor bugs, age 3 on up! It's a big, sturdy steel superhighway with 36" of brilliantly colored, moving road. A turn of the real steering wheel controls a toy auto as it whizzes along. There's even a horn and realistic dashboard. Great fun for everyone ... emphasizes safe driving at the same time! \$2,98,†

NORTHWESTERN PRODUCTS CO. 2655 Spruce St., St. Luuis 3, Me.



#### It's A Builseye! DART GAME

Try your skill at darts...
America's most thrilling indoor sport. Play all-time favorite "20 Points" and many other exciting score games on cork-faced front of board. Then, reverse board and play thrill-packed "Dart Baseball." Set includes 3 plastic, precision-made darts & complete instructions. Ages 6-106, \$2.98.

DART BOARD EQUIPMENT CO. 2000 N. 10th St., Phila. 22, Pa.



#### BETSY-WETSY WEEPS

Weeping, Wetting Doll

Betsy is the 13½" doll little girls dream of—she even cries! By pressing her soft, realistic body, tears flow from her eyes. Betsy wets when she drinks liquid! Made of sanitary vinyl plastic... dressed in shirt and diapers. Complete with 9-pc. layette. For ages 3 years to 9 years... "it's a wonderful toy, it's Ideal." \$7.98.

IDEAL TOY CORPORATION 200 Fifth Ave., New York 10, N. Y.



#### New "Rock 'N Ride" TEETERTOT SHOOFLY

Generations of youngsters have enjoyed the rocking action of the shoofly. Now, thanks to sturdy, steel coll suspension springs, your pre-schoolers can have extra bouncing exercise and play in the new Testertot Shoofly. Made entirely of select hardwood and finished light maple. White safety strap and 6 colorful play beads. Directions enclosed, 6 mos.—2 yrs \$9.95.†

THE DELPHOS BENDING COMPANY Delphos, Ohio



### Now Geography's Fun! UNITED STATES BINGO

Cabriel's wonderful new kind of Bingo is a sure-fire hit for family fun—gives Junior and his sister a "whiz" rating in geography, too. Includes 16 full-color cards showing states, points of interest; 96 product markers; reusable magic score pad. For ages 8 to 12; two to seventeen can play. \$2.00.

SAM'L GABRIEL SONS & CO. 200 Fifth Ave., New York 18, N. Y.



#### PLASTICVILLE AU-6 AIRPORT WITH ACCESSORIES

A must for every airminded youngster! Set includes plastic administration building, hangar, landing strip, 2 jet planes, crash fire engine, ambulance, sedan and flagpole. Made in "0" gauge scale for the Lionel or American Flyer train platform or as an all year round toy with play value. In colorful litho gift box. \$4.98.

BACHMANN BROS. INC. 1400 East Eric Ave., Phila. 24, Pa.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

iprices suightly higher in West and South



# Miss FRANCES' ALL-DAY-LONG BOOK

ALL-DAY-LONG BOOK

MISS FRANCES'

For harassed parents! Ding Dong School's Miss Prances describes and illustrates grand activities for 2 to 6 year olds. Even tells you the right play for each time of the day. Sturdy book has 72 pages, with colorful illustrations, \$1.00 Also Miss Frances' Ding Dong School Book, Ding Dong School and Book-Elf Story Books \$1.00 and 25e.

RAND MCHALLY & COMPANY P O. Box 7600, Chicago 80, HI.



Toys for all talents, graded by ages...

These American toys are on sale at your local stores...

#### MONOPOLY

Porker Brothers Trade-Mark Name for to Real Estate Trading Game

#### Most Popular of the World's Great Board Games

No. 9 White Box Edition, ilius.—with removable Bank Tray, gold-stamped Grand Hotels, double "Money" supply. For up to 10 players, \$4. No. 5 De Luxe Set with realistic, plastic houses, hotels, \$10 No. 8 Popular Edition, for 8 players, \$3.

PARKER BROTHERS, INC. Salem, Mass.



#### Easy to Play KARIMBA XYLOPHONE

Now tots can easily play those nursery songs they love so much. Six favorites are color-keyed to the eight colored bells specially tuned to sound the notes of the scale. A spellbinding experience for youngsters from 4 to 12 years. Durable . . made of a special tough plastic. 16" long, 5" wide, 2½" high. Two mailets included, \$1.98.

KUSAN INCORPORATED

2716 Franklin Rd., Nashville, Tenn.



#### CINDERELLA RUB-N-SCRUB\*

Every little mother's-helper will welcome this realistic housekeeping outfit! New CINDERELLA RUB-N-SCRUB set includes perfectly scaled pail, scrub brush, unique long-handle squeeze sponge mop, scrub cloth, polishing mitt, soap powder and scouring pads. Perfect gift for 3 to 8 age group, \$2.00.†

NORSTAR CORPORATION 895 East 167th Street New York 59, N. Y.



#### Moo! Baa! Oink! LARGE FARM SET No. 553

Watch your delighted tot act out "Old MacDonald". "Farmer in the Dell" and other merry farmyard frolics with this real-life playroom farm 28 toys including modern barn with silo, tractor, team and wagon, farmer and wife, cows, pigs, sheep, poultry . . . plus 7 piece fence. All toys made of durable, washable vinyl. Ages 2-6, \$3.69

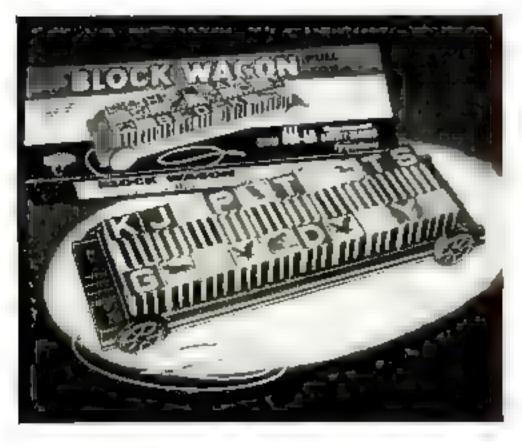
AUBURN RUBBER COMPANY, INC. Auburn, Indiana



#### For The Singing Cowboy Jefferson's No. 98 "TEXAN JR." GUITAR

Indispensable as gun or holster! Youngsters soon learn to strum favorite tunes. Brown and ivory wood fibre guitar, western decorations, shoulder cord. Sturdily built; six hylon strings; 30" tall by 11" wide. Easy-to-follow playing instructions included with instrument. For ages 4-16, \$3.98.

JEFFERSON MFG. CO. 2433 N. Orianna St., Phila, 33, Pa.



#### AMERICAN Block Wagon

With "HI-LO" Blocks\*

"Fire Engine Red" Wagon Pull Toy, yellow trim. Loaded with 30 patented "HI-LO" Safety Blocks, deeply embossed with pictures and letters in brilliant harmless colors. Blocks interlock with one another and grooved track in Wagon. For youngsters 6 mos. and up. Set No. 130—\$2.00. Others 59¢ to \$3.00.

HALSAM PROBUCTS COMPANY 4114 Rayenswood Avenue Chicago 13, Illinois



#### Sifo's CLATTER WELL

The Clatter Well is a hard-wood stacking and rolling toy. Used as a stacking toy the 7 colorful rings can be inserted or removed from center post. When rolled, the rings will clatter softly against the posts. No sharp edges or protruding posts. Absolutely safe, \$2.00.

THE SIFO COMPANY 353 Rosabel St., St. Paul 1, Minn.

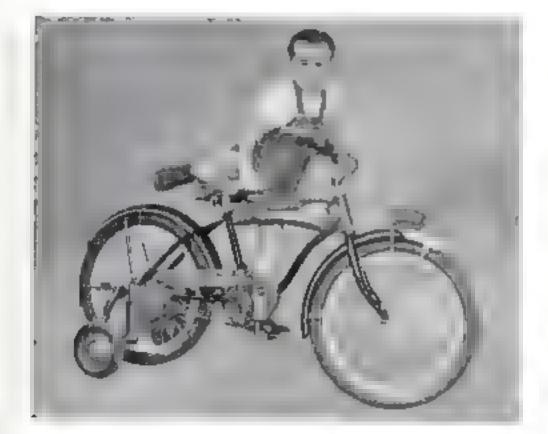
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... or write manufacturer for name of nearest dealer



#### Five Years of Fun

#### **HUFFY-CONVERTIBLE\***

This 4 year-old will enjoy his Huffy 'til he's nine. He'll use it for years as a safe, non-tip 4-wheeler. When he's older, he has a rugged 2-wheeler. The small wheels make other toys. Fits-Sooner" frame adjusts to growing legs, "The Cadillac of the sand pile set," it's made of the best materials. 2 sizes! Boys & girls, 3-9, Guaranteed

THE HUFFMAN MANUFACTURING CO. Dayton 1, Ohio



#### Little Mothers Adore BABY TRIX\*

As real as baby sister! A new revolutionary principle of movement lets this life-action doll wave her arms, kick her legs, turn her head—all by herself! She also toddles, sits, aleeps, cries, drinks, wets like a real baby. In traveling case with layette, 16" tall. For girls 2 to 8. With Permarcoot hair, about \$11.98 † Without hair, about \$9.98.†

UNEEDA DOLL CO., INC. 200 Fifth Ave., N. Y. 10, N. Y.



### HOPALONG CASSIDY COWBOY OUTFIT

Rootin', tootin' western gear for every two-fisted hombre! The sanforized black twill cowboy pants show Hopalong, in full color, a-r.din' his horse. Matching poplin shirt has gay plaid flannel yoke. A cowboy kerchief, the holder, leatherette holster, belt, and pistol complete the outfit. Sizes to fit ages 2 to 14. All for \$4.98!

HERMAN ISKIN & CO., INC. 200 Fifth Ave., N. Y. 10, N. Y.



#### Boys Go For This METAL DUMP TRUCK\*

This well-made metal dump truck gives hours of happy play in the play yard or on the playroom floor. Carries everything from blocks to sand. Dumps through the tail gate when side lever is raised. Green cab and movable red dump with aluminum trim. Rubber wheels. 17" long. For boys and girls, ages 4 to 12, \$3.98 †

HUBLEY MANUFACTURING CO. Lancaster, Pa.



#### Fun! Educational! HOSPITAL NURSERY SET

Children aren't usually allowed in hospitals, but now they can play with and nurse a whole nursery full of "new" babies. 7 hospital cribs, 7 baby dolls, blankets, tables, chairs, sink, night table, scn.e, bottles, pans, everything to make nursery "real" to little girls from 4 to 10. Plastic, 5 times tougher than ordinary toys, \$2.98.

RENWAL MANUFACTURING CO., INC., Toyland Park, Mineola, N. Y.



#### Interlocking AMERICAN PLASTIC BRICKS

Beautiful red brick plastic building set. Ages 4 to 12 build "true-to-life" houses, buildings, villages. Bricks interlock. Windows, Garage Doors open and close. Picture Windows, Transparent Jalousies; Green Roofs. "How to Build" Book. Set No. 725—\$5 00. Other Sets—\$2 00 to \$15.00.

HALSAM PRODUCTS COMPANY 4114 Rivenswood Avenue Chicago 13, Milners



### Christmas delight! FIRE-PROOFED COTTON

Popular snow-like decoration. Safe, non-flammable. Use for padding or decorating toys, tables, mantels, creche, and a hundred similar uses. Available in rolls opening to 30"x30", 30"x36", 30"x44", 30"x48", and larger. Sizes mentioned above, 25¢ a roll and up.

UNION WADDING COMPANY Pawtucket, R. L.



### Transogram's Four Way TAK-A-PEG DESK-ETTE\*

Here's a sturdy desk with hidden treasure. Black-board top swings up to reveal Tak-A-Peg set complete with pegs and hammer, plus extra storage space for chalk, pencils, erasers, etc. Constructed of smooth, selected wood in maple finish with safe rounded edges. Reinforced with concealed steel braces. \$5.98 † Others at \$1.98 †

TRANSOGRAM COMPANY, INC. 200 Fifth Ave., New York 10, N. Y.

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### Toys made to fill every Christmas request...

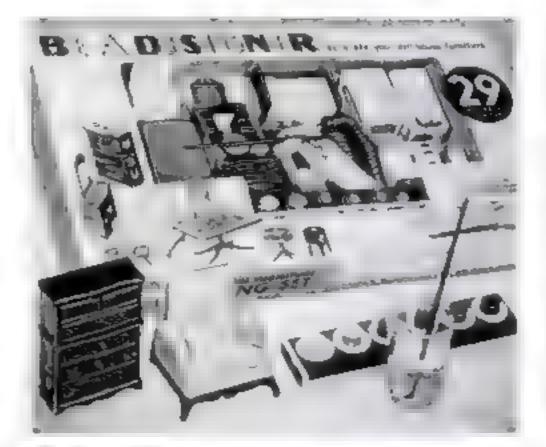
These American toys are on sale at your local stores...



#### Black and Gold BOSTON ROCKER

This faithful replica of an old Colonial rocker is a lovely piece of furniture— Made by Thayer, Builder of Better Things for Babies. Sturdy hardwood construction in rich black finish with gold trim and hand applied flower decorations. Designed for boys and girls 2 to 10... strong enough for adults, \$9.95. Same rocker with Swiss music box \$12.95.

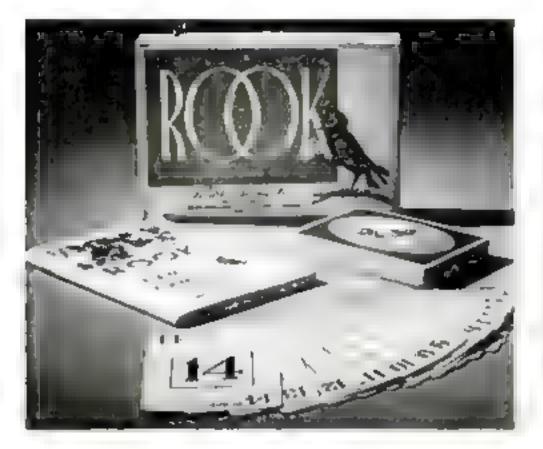
THAYER INC. Thayer Square, Gardner, Mass.



### Ready-to-decorate DOLL HOUSE FURNITURE

A whole doll house full of furniture. 5 rooms, 29 pieces, to decorate to suit a little girl's own tastes. Transfer sheet with many designs included plus brush and harmless water-soluble paint which can be washed off for repainting. Furniture is new plastic, 5 times tougher than ordinary plastic toys. For ages 5 to 10. \$4.98.

RENWAL MANUFACTURING CO., INC. Toyland Park, Mineola, N. Y.

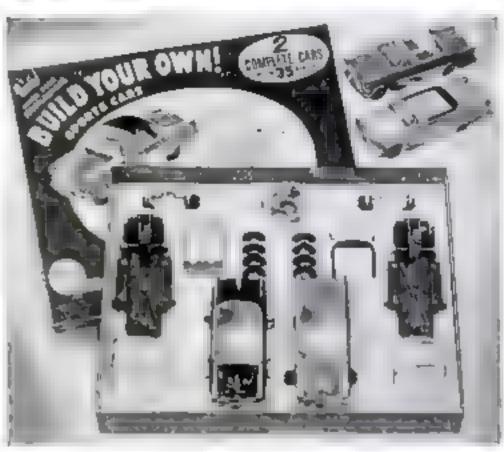


#### ROOK

#### Famous 4-Suit Card Game

The unique and exciting play of this ingenious 4-suit card game makes it a great favorite for both families and parties. Many entertaining variations of Rook offer variety and endless fun for players of all ages. Cards are finest quality. Single Pack, \$1. New 4-Pack Party Edition. \$3.50.

PARKER BROTHERS, INC. Salem. Mass.



### Streamlined Fun DELUXE 2 CAR CONSTRUCTION SET

Your youngster will have a wonderful time assembling the sleek "Sun Dome" Hard Top and the dashing "Martinique" Convertible, Set contains: 2 chrome-like trimmed bodies, 2 friction-siren motors, 8 die cast spoke-type wheels, rubber tires, clearview dome, windshield wipers, steering wheels. Brilliant colors with contrasting seats. \$4.98.

IRWIN CORPORATION 200 Fifth Ave., New York 10, N. Y.



#### ALGY BEAR

Algy is no stranger—he's been on famous Ding Dong School. He's the cudditest sleepy bear a youngster ever held! Safe for children with dust allergies who can't play with ordinary toys... Algy's been specially treated. Has painted vinyl plastic face with moving eyes. He's 16" tail. For ages 6 mos. to 5 yrs...."it's a wonderful toy, it's Ideal." \$4.98.

IDEAL TOY CORPORATION 200 Fifth Ave., New York 10, N. Y.



### Miss Frances recommends DING DONG SCHOOL VELOCIPEDES

There's a world of healthy activity in a "Ding Dong School" velocipede! It's recommended by your child's favorite teacher, Miss Frances, of the Ding Dong School TV program. Safe, sturdy, easy to ride. Six different units to choose from. Prices from \$13.95 to \$31.50. See your local Evans-Colson dealer.

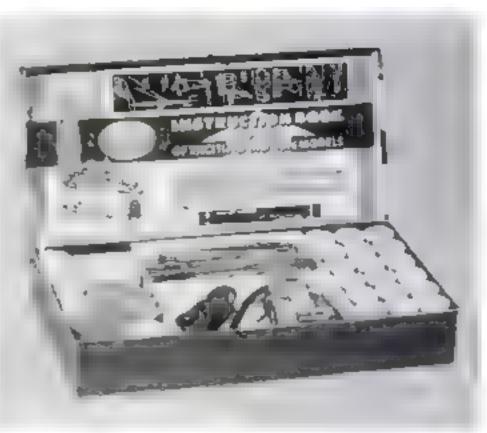
EVANS PRODUCTS COMPANY Plymouth, Michigan



#### For Young Carpenters CARRYING TOOL KIT

A tool set just like Dad's! Exact copy of master carpenter's tool box, 19" x 6½" x 7", beautifully finished in natural wood. 19 guaranteed tools include tempered spring steel hand saw, steel cast plane, brace & bit, steel wrecking hammer, etc., many not found in other tool sets for boys. For ages 7 and up. Full instructions enclosed, \$8 00.

AMERICAN TOY & FURNITURE CO., INC. \$130 N. Clark St., Chicago 26, III.



#### MASTER TINKERTOY\* SET

With Electric Motor

New and exciting play value has been added to one of the world's most constructive toys! New Master Tinkertoy Bet has multiple speed motor with 6 ft. plastic lead cord. Needs no transformer, U.L. Approved—safe even for small children. \$9.95. Smaller sets without motor 69¢ to \$2.89 †

THE TOY TINKERS
Div. of A. R. Spalding & Bres., Inc.
Evanston, Illinois

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### Your American youngsters deserve the best!

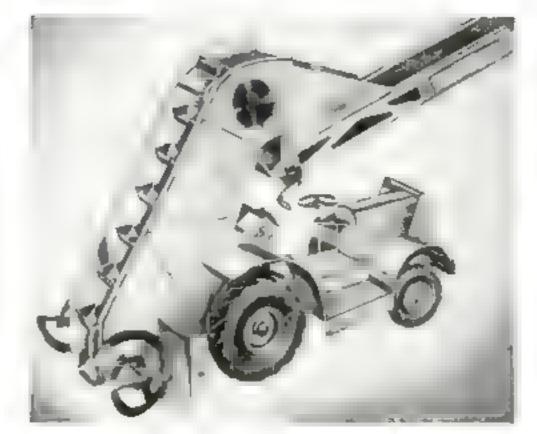
...or write manufacturer for name of nearest dealer



#### New Creative Adventure PLASTI-PICTURE KIT

Watch your youngsters create pictures, words, designs from plastic stickers. No pasting, no cutting. Small hands can easily press colorful triangles, circles, squares, rectangles, onto framed plastic board to make houses, trains, animals, ships—any object imaginable including letters and numbers. Plastic stickers lift off to be used over and over again, \$2.00.

KITS, INC. Miamisburg, Ohio



### "MODEL Toys" BARBER-GREENE BUCKET LOADER

A "MODEL" construction vehicle that works like the real thing! Scoops up earth in buckets, carries it on conveyer belt to dumping point. One crank coordinates action of buckets, spirals and conveyer belt. Rubber tires, baked enamel finish on blg, rugged steel body. Ages 4 to 12. \$18.95 11 Western states, \$19.75.

THE CHAS. WM. DOEPKE MFG. CO. Rossmoyne, Ohio



### NOMA ELECTRONIC RAILROAD STATION

So real you'll get wanderlust! Scaled to fit any train layout. Whistles toot, bells ring, engine roars down track as announcer calls stop. 4 Free interchangeable extra records announcing 4 different railroads. Large 16" x 6" x 8" station. Durable plastic. No wiring needed. Operates on 2 standard flashlight batteries, \$17.75

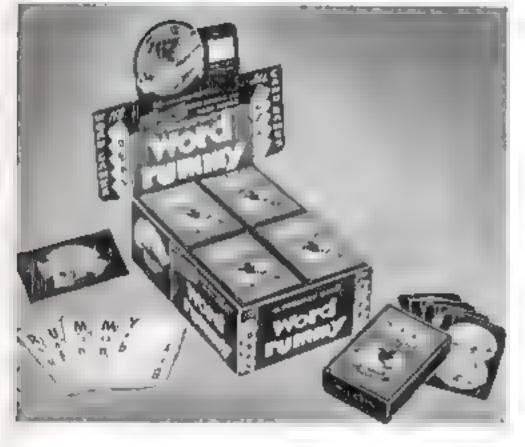
NOMA LITES, INC. 55 W. 13th St., New York 21, N. Y.



#### Fun-Filled Traffic Game PARK AND SHOP

This exciting new game is packed with thrills and surprises for the entire family. Object is to park your car in a strategic place, complete your shopping and return home first. Hours fly by as 2 to 6 players match skill, wits, luck. Ages 6-60. \$3 00. Another Milton Bradley Key to Fun and Learn-

MILTON BRADLEY CO. Springfield 2, Mass.



#### "WORD RUMMY"\*

Versatile Card Game

NEW! You can play all the latest WORD and CARD games with Word Rummy. Deck consists of 52 cards, 4 colors, one entire set of the alphabet in each of the four colors, 2 sets of instructions, 1 simplified for "children", 1 for "adults". Entertaining game for the entire family. Deluxe set \$1.25; standard set, 98¢.

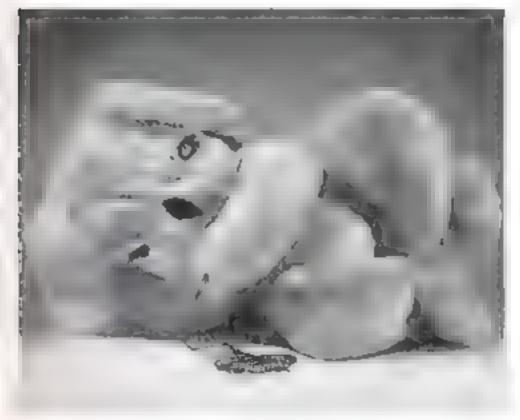
EDUCATIONAL CARDS, INC. 1302 Industrial Bank Bldg. Detroit 26, Mich.



#### Reveil's "Young Plumber" PLAY SET

Perfect educational, action toy. Includes large plumber's truck with built-in water tank, lift-up hood revealing motor. Wheels can be removed with aid of jack and wrench. Complete set of plumber's tools, assorted pipes, fittings, bath tub, vise, etc. Made of super-tough Dow 475 Styron. Ages 4 to 8 \$1.98.

REVELL, INC. 4223 Ocean Park Ave., Venice, Calif.



#### UTEY

The Dreamy-Eyed Doggie

Your dream-stuffed toy pooch made real, made to be loved! Soft and silky, filled with non-allergic material Scrub him, tub him in your washer. What's more, UTEY the dog with the dream-iest eyes, is guaranteed against tearing or ripping. A cuddly play toy for kiddies—an adorable mascot for teenagers and college co-eds! Assorted colors, 15" high. \$3.98

CORONET TOY MFG. CO. 1121 Post St., Seattle 1, Wash.



#### Original "Hewn" AMERICAN LOGS

The original square-cut "Hewn" Logs of pioneer times in detailed miniature. Interlocking, ¾", precision-made Logs need no nails for rigid construction. Selected wood, stained natural log color, smoothed and waxed for safety. Ages 4 to 12 years, 211 pieces. No. 825 Set—\$4 00. Other American Log Sets from 50¢ to \$10,00.

HALSAM PRODUCTS COMPANY 4114 Ravenswood Avanue Chicago 13, Illinois

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### Delight them with toys from this merry display

These American toys are on sale at your local stores...



#### Drawing's Easy With CARTOON-O-GRAPH\*

Bugs Bunny, Porky Pig and a host of Warner Bros. characters come to life on this magic sketch board. Sturdy metal drawing device guides the pencil for expert or beginner, helps in copying any picture, photo or map. Includes coloring set, drawing paper, and cartoons. Artists of all ages find hours of inspiration and quiet fun. \$2.00.

METAL MOSS MFG. CO. 2215 S. Michigan Ave. Chicago 18, III.



#### REDSKIN FINGER PAINT

Creative fun for everyone with America's best-known and largest-selling Finger Paint. Eight jars of red, yellow, green, blue, brown, and black finger paints. Special paper, spatulas, and instruction folder included. Buy the besti Ask for Redskin by name. \$200, Other sets \$1.00 and \$300. Another Milton Bradley Key to Fun and Learning.

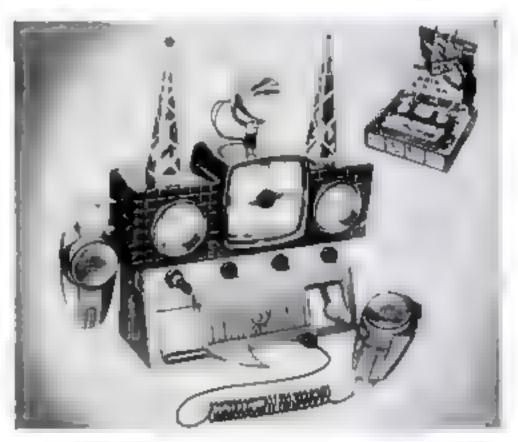
MILTON BRADLEY CO. Springfield 2, Mass.



#### She Walks! TONI WALKER DOLL

The new Toni Walker seems alive—she can do so many things! Walks forward and backward and turns her head with every step. Even sits down! Her nylon hair can be washed and waved with her own Toni Playwave Kit. Complete with slip, undies, socks, shoes, choice of party dresses 14½" tail. For ages 5 years to 12 years... "it's a wonderful toy, it's Ideal." \$9.98.

IDEAL TOY CORPORATION 200 Fifth Ave., New York 10, N. Y.



### REMCO ELECTRONIC RADIO STATION

It's every little "ham" radio operator's dream come true! A real radio station that sends voice or code up to ½ mile. Switchboard transmitter has two "mikes"; buzzing, clicking telegraph key; revolving searchlight, signal detector and automatic decoder. Made of high impact plastic. Safe. Sanitary, Instructions enclosed. Ages 4 to 15, \$6.95

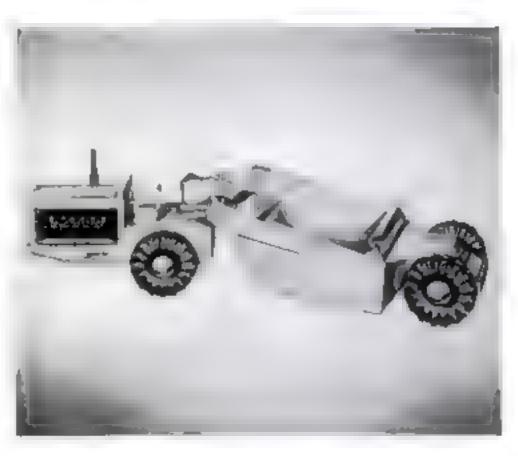
REMCO INDUSTRIES, INC. 113 N. 13th St., Newark, N. J.



#### WONDER HORSE\* DELUXE

He can ride to Banbury Cross—or to meet the Sandman, on this faithful reproduction of a golden Palomino. Wonder Horse DeLuxe is molded of tough plastic. Sturdy springs give realistic gaited action, Commended by Parents' Magazine and is Toy Guidance Council "Educator — Approved." For children 1 to 7 years, \$29.95.

WONDER PRODUCTS COMPANY Collierville, Tunn.



#### Live Action Toy STRUCTO SCRAPER

Plenty of indoor and outdoor fun with this rugged, realistically scaled model! Extra large, heavy-duty, rubber wheels make for safe balanced play. With makebelieve "Diesel" motor, automatic loading and dumping mechanism, universal coupler and adjusting acrews to raise and lower scraper blade. 22" long. \$4.98.

STRUCTO MFG. CO. Freeport, Illinois



### "LITTLE LADY"\* RANGE \*245

For Baking Prepared Mixes

Your daughter can learn the joys of baking with this real, safe electric range. Fiberglass insulated oven for higher concentrated heat . . Actually bakes!! Smart two-tone enamel. Lights on top of stove. Separate switches for burners and oven. Cook book with tested recipes. For girls 6-12. U/L.

THE METAL WARE CORPORATION Two Rivers, Wisconsin

\$12.95.+



### Building Set No. 7 GILBERT ANCHOR BLOCKS

Your young builder will have barrels of fun making model buildings, with this variety of cubes, rectangles, angles, chimneys, spires. Blocks look and feel like marble. Weighted to pile easily. 70 assorted blocks, including arch and columns plus 2 roofs, Illus, Building Book. Ages 5 to 10, \$4.95. Denver and West: \$5.25.

THE A. C. GILBERT COMPANY Erector Square, New Haven, Conq.

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### Make this an American Toy Christmas day

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#### Amsco 26" Deluxe DOLL-E-CRIB WITH MATTRESS

For Her Very Best Doll!

Little "mothers" will love this all-steel crib with washable, air-inflated mattress. Enameled in creamy ivory with fairy-tale decorations Colorful, spinning play beads to keep "baby" amused! Real dropside that "lets down." Shiny chrome trim. Swivel casters. Linksteel bedspring. \$9 95.†

AMERICAN METAL SPECIALTIES CORPORATION, Nathere, Pa.



### For Craftsmen of Ali Ages "HANDY-ANDY"\* TOOL SET

For the child who likes to make things! This adult-type tool set will develop real craftsmanship and ability. Fine quality tools include saw, hammer, chisel, pliers, plane, wrenches, measuring devices and others. Precision made, packed in steel box with easy liftout tray. Instructions enclosed, Ages 5 to 15. \$4.95.

SKIL-CRAFT CORPORATION 500 S. Clinton St., Chicago 7, III.



#### Kohner's Delightful MINIATURE DOLL CRAFT

A complete miniature doll "factory"! Easy instructions show how to make beautiful dolls (about 3" high) for every occasion. To wear on lapel, to use as tree trims, party favors, table, cake decorations, etc. Approximately 24 heads, hair material, cement, ribbons, pipe cleaners, doll stands, \$3.00. Others at \$2.00, \$1.00

KOHNER BROS. 155 Weester St., New York 12, N.Y.



#### WHITE HOUSE MODEL KIT

The glory of Washington, the tradition of our great Presidents, come to life as your youngsters build this scale model. 72 plastic and cardboard pieces easily fit together to form classic lines of famous building Kit has glue, directions and booklet giving White House history, names and dates of Presidents, \$2.98.

EMPIRE PLASTIC CORP, 14 Pelham Parkway Pelham Maner 85, New York



#### SORRY

Farier Brathers' Trade-Mark Name for 11s Sinda Pursult Game

An immensely popular Board game, unlike any other, with original moves and thrilling situations Don't count on victory until the last play. Sonny is full of surprises! Complete with playing board, pack of Sonny cards, finely finished wooden pieces, rules for Sorry and Popular Point Sorry, \$2.50.

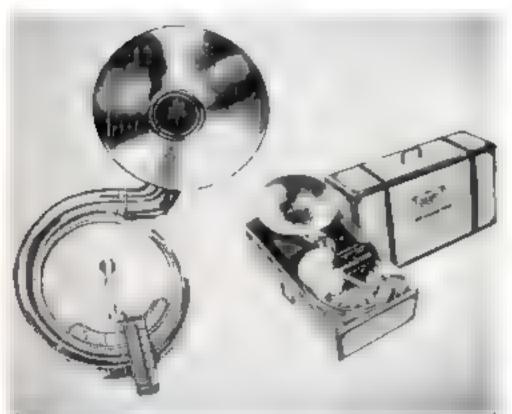
PARKER BROTHERS, INC. Salem, Mass.



#### Her Dream Doll! BABEE-BEE

Lovable, and absolutely tubbable! Babee-Bee is 13" long with sleeping eyes and vinyl head. Unbreakable rubber body features SUN's exclusive, waterproof joints. She blows bubbles, orles, drinks, wets, and sleeps! Comes dressed in layette robe and cotton knit panties. Complete with bubble pipe, soap, nursing bottle and bib. About \$4.98.

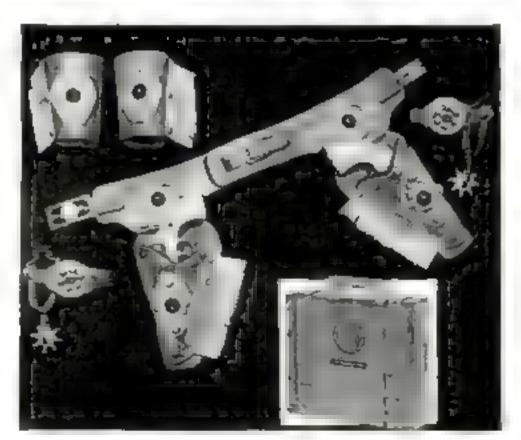
SUN RUBBER COMPANY Barberton, Ohio



### "EMENEE" GOLDEN TUBA\*

Your youngster can start right in playing songs and marches on light-weight gold-finished plastic tuba with brass hand-tuned reeds. Authentic copy of professional tuba is nearly 3 feet high and has sterilized mouthpiece. Price includes stand, songbook and carrying case 5 to teen-age \$15 00.† Other instruments from \$4 to \$15.†

EMENEE INDUSTRIES 200 Fifth Ave., N. Y. 10, N. Y.



### "PONY BOY" DOUBLE HOLSTER SET

With Cutts, Spurs, Carrying Case

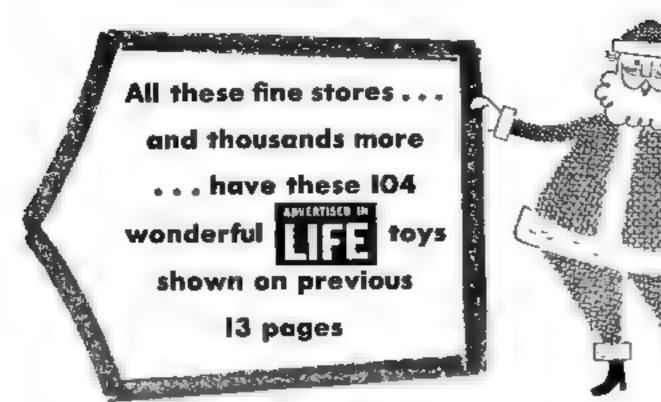
A complete western "rig". Double holster set with 2 break-open guns, cuffs, and spurs...all in natural color genuine leather decorated with bejeweled metal conchas. The complete combination, with 23 kt. gold foil for personalizing set, in luggage carrying case, \$7.95. The double holster set and guns, \$4.98.

ESQUIRE NOVELTY CO. 200 Fifth Ave., N. Y. 10, N. Y.

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Ar ington, Wash,,, Wickes Hardwarn
Attanta, Ga.
Atlantic City, N. J Taber's Toyland
Austin, Minn, Cleveland Hardware Co.
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Baton Rouge, La. Stroube Orag Co. Beaumont, Texas Sommers—Thames
Binghamton, N. Y Phil's Gift Shep
Birmingham, Ala Southern Toy Company
Bloomington III W B. Read & Co.
Bloomington, Ill
Bridgaton, N. J., The Friendly Hardware Store
Bulfalo, N. Y Adam, Meldrum & Anderson Co.
Burlington, VtCesster's Juvenile Shop
Camden, N. J.,
Canton, Ohio Stark's
Charleston, S. C, Jan. F. Condon & Sons Co.
Charleston, W Vs The Diamond, Inc.
Charlotte, N. C Belk Brethers
Chattannoga, Tenn , Loveman's Inc.
Chester, Pa
Chicago, (I) Wieboldt's
Cincinnati, Ohio
Cleveland Oh o
Columbia Co. Karania
Columbus, Chia
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LIGHTIA DIA STORMS STORMS
Davenport, Ia. Fatersen-Harned & You Mour
Bayton, Oh o , . Elder & Jahosten Co.
Becatur, Ili Brock & Kuhl Co.
Oavenport Is.  Dayton, Oh o ,  Decatur, IIi. ,  Des Moines, Ia. ,  Detro t, Mich. ,  Detro t, Mich. ,  Robertson Hardware Co.
Date t Mark
Factor Pa
Eau Claire, Wisc Samuelson's
Elyria, Ohio Abeckira's Hardware
Easton, Pa
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Fairmont, Minn Keenig's Stores
Flushing, L. L. N. Y
Fond do Lac, Wisc Lange's Hardware
Ford C ty, Pa Patroleum Sales Co.
Ft. Smith, Ark
Ft. Smith, Ark
Ft. Worth, Texas . Leonard's Bept. Store Fullerton, Ca. F
Gazy, Ind
Glen Cove N. Y The Playard
Gran to C ty, Ill Kahle's Hardware
Great Barrington, Mass Molvin's Flarmacy
Gary, Ind
Greenshure Pa
Greenwood, Miss A. E. Troutmen Co.
Hachensack, N. J.
Hachensack, N. J
Hartford, Conn Marhelle's Inc.
Mickey In L. I., M. T., , . The Playard
Highland Park, I(I The Correspondence Neek
Hobbs, New Mexico, Caward's Houston, Texas, Folgy's
Indianapoits, Ind.,
Ithaca, N. Y The Hill Drug Stores
Jackson, Miss McRae's
Jamestown, H. Y Bigelow's Dept. Store
Jarsey City, N. J
Jordan, Minn.
Kansas City, Mo
KINGSOUT TRANS
Kingsport, Tenn W. H. Grande Ce.
Kingsport, Tenn W. S. Grace Co. Kinston, N. C
Kingsport, Tenn
Knoxville, Tenn

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Manaillan Mala	Stantile
McKeesport Pa	Stark's
	Tuck's Teys
Memphis, Tenn	Coldsmith's
Miami, Fla.	Kiddyland
Mobile. Ale.	Alabama Hardware Co.
Mt. Vernon, M. Y	Shipman's
New Britain, Conn	The Beacon
	Malson Blancho
	Lasus' Sen
	Wilderetter & Co.
	Edwards of Newport
	Loo's Auto Supply
Norfolk, Va.	L. Sayder
Norwall, Cont	
	Kabn's
Oak Park, Ill	Wieboldt's
Omaha, Neb	. Holman's Capt. Store
	Notigoring's Toyland Prospect Toy Shap
	Mai's Shappas
Palham Manor, N. Y	Waner Toy Shop
Pendleton, Ore	The Town Shop
	Brownsville Cycle
Peterbaraneh M. M.	, Brown Auto Stores
Petersburg, Va.	Petershore Auto Parts Co.
Philadelphia, Pa.	Pertersburg Auto Parts Co. Nation's
Phoenik, Ariz	Stapley's
Pickens, S. C	Yengue's Brug Store
Plattsburg M Y	Schunemans, Inc.
	Barnes Hardware
	Olds and King
Providence, II. 1	The Shepard Company
Redwood City, Calif Rochaster, N. Y	Music & Toy Shop
Rockford, III.	Breadway Toyland
Rutland, Vt	Brandway Toyland Economy Bopt Store Weinsteck-Lubin & Co.
Sacramento, Calif.	.Walestock-Lubin & Co.
Salinbury N C	Walz Hardware Co. Breer Hardware Co. Semmers Brug Stores Co. The White House Johnston Russil Brugs
San Antonio, Texas	Sommers Brug Stores Co.
San Francisco, Calif	The White House
San Leandro, Calif	. Johnston Russii Brugs
Schenectady, N. Y.	Recemberg's Reinhard's Cycle Shop
Scotidale, Pa	Miller's Best. Store
Seattle Wash.	Rhodes of Seattle
Sharper, Casir,	Control Hardwarp
Silver Springs, Md.	Perfett's Hardware Merten's Younker-Davidson's
Sloux City, la	Younker-Davidson's
SIGUE PRIIS, S. UBR.	Lowis Self-Service Brugs
Sparrows Point, Mid.	Eldridge's Pharmacy
Sportanburg, S. C.	Hammond-Brown-January
Spokene, Wash,	John W Graham Co. Springhill Food & Sood Storo
St. Cloud, Minn	
St. Paul, Ming	The Emperium
Steubenville, Ohio .	The Nub
Syracosa, M. Y	The Toy West
Yampa, Fla.	Mather Goosy Forniture
	Babyland Shop
	Brown-Dunkin Co.
	Matthewson's Bont Store
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KITS, GIRLS FROM SEVENTH DAY ADVENTIST CHURCH TRAMP PAST A MARYLAND CORNFIELD TOWARD THE WOODS TO BEGIN THEIR THREE-DAY EXPERIMENT

Fleeing to the woods as they might after an atomic attack, some 33 Seventh Day Adventists from Takonia Park, Md. set out to see if they could survive three days with meager gear. Adventists, who hold that the Second Coming of Christ is near at hand, believe it will be preceded by the apocalyptic troubles. They have accordingly been leaders in civil defense work. Using special kits, the hixers ato delivdrated food and made tents from tablecloths (below). The November night proved too cold for two children who were taken home. Everyone else survived but with no illusions that the real thing would be as easy.



IMPROVISING A TENT, Biology Professor Lester Harris drapes a plastic tal berloth over wooden frame. Tent took six cloths, accommodated Harris, witch chaldren (right),





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#### By LITTLE LULU

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## 'IT'S EASIER TO MAKE A MILLION THAN A HUNDRED THOUSAND'

Louis Wolfson, big business raider and builder of \$231 million empire, now draws a bead on Ward's

by HERBERT BREAN

Challenging dour 81-year-old Sewell Avery for control of the \$700 million mail-order house of Montgomery Ward, was recently asked if he felt that he had ever made any serious business mistakes during his career. Since in that career Wolfson has risen from helper in a family junkyard to control of a \$231 million industrial empire, the question might have appeared a trifle academic. But Wolfson pondered it with his usual polite and obliging air. Yes, said he after a moment, he had made a mistake once. It had been in the mid-1940s, when he and his associates had engaged for a while in producing grade B movies.

"But I'd understood your movies made money," said his questioner.

"Oh, they did," said Wolfson. "Several hundred thousand dollars. But we took a couple years to do it and that's tying up too much time and capital for that size result."

In most businessmen, contempt for a several-hundred-thousand-dollar profit would be put down to sheer arrogance. In Wolfson's case it is not. His precise candor in such matters is due partly to the fact that for him making money seems neither a passion nor a labor, only a conditioned reflex.

At the age of 20, Wolfson left the junior class of the University of Georgia with a serious football injury, an unpromising scholastic record, a smoldering ambition to prosper—and meager prospects.

Today he has a personal income of close to \$1 million a year (not including capital gains, family trust income and the like) and a personal fortune well into the millions. He and his tight circle of associates own 12 businesses outright and control 20 more (see map, next page). Wolfson himself heads seven of these as board chairman, is president of three more and is a director of three others.

Just as impressive as Wolfson's assets is his technique for getting them. This technique has evoked considerable criticism and continuing suspicion. It has brought Wolfson under the scrutiny of various local and congressional investigations, including that of Racket-Sniffer Estes Kefauver. To Wolfson the harm has been negligible, aside perhaps from the burt suffered by a man who regards himself as a pioneer of new business methods and instead finds himself under attack as an old-style buccaneer.

#### The Wolfson technique

THE Wolfson operating code resembles the most advanced and scientific methods of prospecting for gold, possibly because that is pretty much what it is. Wolfson continually scratches around among the balance sheets of U.S. corporations until he finds one with greater assets or larger profit potentials than appear on the surface. Not until his staff has assayed the property thoroughly does he start buying it. After getting his own men into key jobs, Wolfson



COAST-TO-COAST DOMAIN that Wolfson and associates have built since 1932 includes 12 firms that they own outright, 20 more in which they have stock

control. Companies now have total estimated yearly profits of about 16 million, a share of which goes to the Wolfson charitable foundation in Jacksonville.

#### LOUIS WOLFSON CONTINUED

may pursue one of two lines of action. He may decide simply to juggle management and operations into a more efficient, i.e., more profitable combination, or he may decide to siphon off the company's assets in the form of handsome dividends and increased executive salaries.

The latter procedure has brought Wolfson criticism as an "undertaker" concerned only with seizing wealthy companies and carefully and profitably draining off their assets, ultimately to bury them in the potter's field of insolvency. The most drastic and most censured episode of this sort occurred when Wolfson took over Washington's Capital Transit Company.

Years of big and bustling government had been highly profitable for Capital, which provides most of the District of Columbia's bus and trolley transportation. In 1949 it had some \$7 million in surplus cash lying about. Each share of its stock, which was selling for only \$18.50, represented more than \$120 in assets. Miraculously immune to the ills of other public transport companies, Capital boasted modern equipment, excellent service, low rates and high public favor. Wolfson bid \$20 a share and gained control.

In seeking official approval for their venture, Wolfson's men had

firmly told the Interstate Commerce Commission and SEC that they were interested in Capital only as investors, not as operators. Once the deal was closed, however, Wolfson associates John Albert Broadus Broadwater and Doran Weinstein were installed as president and executive vice president. The board of directors, which must legally contain a majority of local residents, was filled almost exclusively with out-of-town Wolfson associates and friends. Next these directors began voting startling dividends. The conservative old management had paid out a total of \$7.50 per share during the preceding five years. Wolfson-style dividends were \$3 in 1950 (first full year under Wolfson control), \$4 in 1951 and a whopping \$15.60, with a four-for-one stock split, in 1952. In 1953 the figure was \$1.60—the equivalent of \$6.40 per original share. Executive salaries were more than doubled and the new directors got a fee of \$100 for attending meetings, although the old directors had been content with \$40. Associate Broadwater was voted a \$10,000 annual pension for life, whenever he might feel like retiring.

Meanwhile bus and trolley mileage was curtailed some 20%, fares increased four different times, and Capital's employes were refused a liberalization of their pension plan. The public began to fume and Washington newspapers began to gripe. Their suspicions were further



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ANGRY CRITICISM was heaped on Wolfson in Washington for high fares and big profits of his Capital Transit,

#### LOUIS WOLFSON CONTINUED

reinforced by a statement The Evening Star picked up from Wolfson; "I'll protect the stockholders [of Capital Transit] within the limits of the law, in spite of anything—including Congress and the Public Utilities Commission."

The Senate in 1953 voted \$35,000 for a look into the transit company. A few months later the District Public Utilities Commission started an investigation of its own. The Senate Committee on the District of Columbia concluded that the Wolfson management was maintaining the transit company's physical properties well (it has won the national transit safety award 10 times in the last 11 years) but that it otherwise was "wholly inconsistent with the philosophy of fair and reasonable return . . . wholly inconsistent with the stated intentions of representatives of the Wolfson group before the ICC."

Last summer the Public Utilities Commission apparently succeeded in convincing Wolfson's men that while ordinary corporate management may treat stockholders as generously as it likes, a public utility is operated primarily for the benefit of the public. It was agreed that dividends would be limited to 20¢ a quarter during the last half of this year and to 30¢ for the first quarter of 1955—a dramatic comedown.

Capital Transit is only one fief in the extensive Wolfson domain, but the Wolfson record there will undoubtedly be cited time and again during the forthcoming struggle for Montgomery Ward. The issues in that battle will be the flamboyant Wolfson methods rs. the conservative—indeed, hidebound—policies of Ward's present management, headed by Sewell Avery. Ward's financial position is today among the most secure of any U.S. corporation because Avery has squirreled away total assets of \$717 million, nearly \$300 million of it in cash and government bonds. Ward stock, until Wolfson began buying it, was selling at \$68, paid a modest 5% and had a book value of \$92.37. (It is now selling at \$72.25.) But today Montgomery Ward properties are rundown, the working force resentful of the imperious Avery and the board of directors creaky with five of nine members over 75. Some indication of his present business repute was given last spring when Avery went to the hospital for an operation and the price of Ward stock advanced almost \$5.

Since the end of World War II, Ward sales have increased 52%, but Sears, Roebuck, expanding with the economy, has increased its sales 186%. Montgomery Ward, with its rich treasury and rich profit-making potential tightly bound by management, is thus an ideal Wolfson target.

Wolfson believes there are dozens of companies held prisoner by ultraconservative managements, like medieval maidens in a dragon's cave. For the economy to function at its best, he insists, they must be freed. Carefully hoarded profits must be distributed, thus encouraging new investment. Employes must be encouraged to more creative work by generous wages and bonuses. Wolfson's philosophy might be briefly defined as "spreading it around for everyone"—"it" in this case meaning a company's pecuniary and





productive assets. Naturally this cannot be done without com-

pletely taking over the company in question.

Wolfson never moves in to take over a company until he has conducted an intelligence operation involving months and sometimes years of quiet, painstaking investigation. Old managements suddenly left without anything to manage are usually stunned to discover how much "The Wolfsons," as they are sometimes called, know about their business' most intimate details. Wolfson operates with eight "associates" (see p. 192) who are bound together, not by any legal instrument such as a corporation charter, but simply by their mutual business interests. Two of them are his brothers. The others were mostly small, only moderately successful business or professional men until they encountered Wolfson. (There are also 14 lesser peripheral associates.) When a likely prospect is sighted, one or several associates are assigned to head up the investigation.

The investigators first study the company's overhead costs, profit figures, labor efficiency and the like against the average figures for the industry. If the figures are out of line poor management is indicated, and The Wolfsons begin to get interested. Production rate, product quality, sales methods, manufacturing equipment and physical plant are carefully studied. The Wolfson representatives even look for executives living beyond their means, because they believe that a man worried about his personal finances can-

not devote adequate attention to his company.

#### The strategy board

**WOLFSON** first began studying Montgomery Ward's possibilities T several years ago. Dozens of former Ward officials, a group that, thanks to Avery's temperament, now includes a large crosssection of U.S. business brains, were interviewed. The Wolfson file on an ordinary company comprises a stack of typed reports possibly four feet high; that on Montgomery Ward would fill a fair-sized room. Eight copies of every important paper are made and distributed to the inner circle associates for study and discussion. The stock list is examined to find out who owns the company. Finally Wolfson and associates gather in a hotel room and thresh out the question of whether or not to buy. At these lengthy shirtsleeved sessions, thick with cigar smoke and argument, the associate best acquainted with the situation outlines its possibilities and the others aggressively try to pick holes in his presentation. Wolfson's ideas are often attacked as savagely as those of any subordinate. If the decision is to buy, Wolfson then polls the group on prospective stock purchases. "How much do you want, Broad? . . . How 'bout you, Buddy? . . . How much you putting in, Doran?"

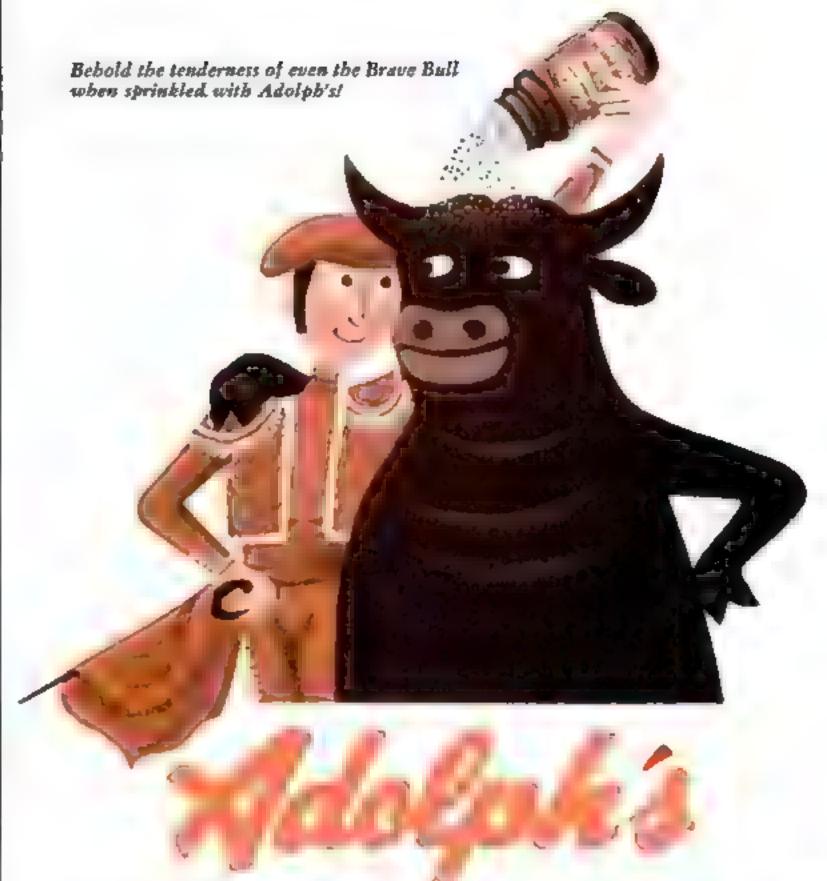
The minimum annual income of an inner circle associate is \$50,000, and several of the eight make more than twice that. Even so, one may be short some of the amount he wishes to invest, in which case Wolfson lends it to him. After lesser associates have been told what is going on, The Wolfsons start buying up stock. When they have control they begin jettisoning executives, keeping only those who their surveys have indicated are competent. Often needed equipment is purchased, as was done at Milwaukee's Nesco kitchenwares and utensils plant, where \$2 million was spent on new machinery and product redesign.

lion was spent on new machinery and product redesign.
Wolfson currently has a supersecret list of some 75 U.S. com-

panies that he believes can make much bigger profits than they now do. The three existing copies of the list are guarded carefully by Wolfson himself, Elkin ("Buddy") Gerbert, his closest associate and usual traveling companion, and "Miz Clements"—Monteen Clements Tomberlin, Wolfson's personal secretary, who has been with him 18 years and who types, with appropriate security precautions, all the reports on companies under Wolfson scrutiny.

This massive onslaught on the citadels of U.S. capital had its quiet beginnings on Jan. 28, 1912, when Louis Elwood Wolfson was born in St. Louis. When he was 14 months old the family moved to Jacksonville, where he grew up. Because his father was a Russian immigrant who ran a junkyard, there has been a tendency to portray Wolfson as an Alger hero risen from dire poverty. Actually Morris Wolfson ran a fairly large and successful scrap business and was able to keep his five sons and three daughters in reasonable comfort. Schoolmates remember Louis as a generous companion and superb athlete who won letters in track, baseball and football, was captain of the basketball team and was named All-Southern high school end. After his graduation in 1930 he went to the University of Georgia on a football scholarship.

At college his fondest dream was to make All-American. He also occasionally was heard to confide to friends that he "had to make



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from left) made his first big success in the pipe business. In row with him, flanking their father Morris, are brothers Cecil, Sam and Saul, all now associated with Louis in various Wolfson enterprises. Morris Wolfson died in 1947.

#### LOUIS WOLFSON CONTINUED

some money." The friends now recall those words with the feelings of those who might first have heard young Tom Edison say he thought he'd fool around with electricity.

Unfortunately for Wolfson's first ambition, Georgia was provided with two of the greatest ends in the business, Wed Kelly and All-American "Catfish" Smith. Perhaps fortunately for the second ambition, Wolfson got into the Yale game of 1931 as a sophomore substitute. He tried to tackle Yale's famed Albie Booth and in the resulting pile-up his left shoulder was jammed back in its socket. His athletic career was at an end. His scholarly interests having been almost entirely confined to books on business, he left school the next year.

In 1932, with \$10,000 raised on family insurance policies and borrowed from a friend, he founded the Florida Pipe and Supply Company. "I felt that business was a field that had possibilities," says Wolfson, who has only a rather limited sense of humor.

Florida Pipe and Supply got its real impetus from Wolfson's discovery that when J. C. Penney, the pious chain-store magnate, built a home for retired clergymen 25 miles southwest of Jacksonville some years before, a great deal of pipe had been left over. This was still stored in a warehouse and Wolfson bought it from Penney's son for \$275.

Thereafter he and his older brother Sam worked early and late, loading and delivering the pipe to plumbers, industrial plants and contractors, and donning Sunday suits in between to go out and sell more. In all, they disposed of the pipe for about \$100,000—a profit of 36,263%. Under Louie's leadership the Wolfson brothers subsequently got into a variety of enterprises, including theaters, park-



END at Georgia, Wolfson had to quit when hurt.

ing lots and the sale of rope, rubber and other industrial products. Sometimes they financed their projects themselves, and sometimes they invited friends to put in capital.

In 1946 Wolfson made his first major deal and drew his first major criticism. A \$19.5 million shipyard on the St. Johns River at Jacksonville was put up for sale by the government to the highest bidder. Every bidder, the government specified, must be a ship-builder and must agree to maintain the facility in standby condition. What followed is difficult to trace through the welter of claim and counterclaim that arose at the time and during two subsequent government investigations. In any case, after Wolfson had entered the first round of bidding, even though not qualified under the government's conditions, the entire set of bids was thrown out on a technicality. Wolfson then bought a controlling

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#### LOUIS WOLFSON CONTINUED

interest in the Tampa Shipbuilding Company and he made his second bid of \$1,926,500. Wolfson's bid proved highest although the government was considerably startled to discover that his figure was just \$292 more than its own presumably secret appraisal of the shipyard's worth. Wolfson's admirers adduce this as one more evidence of his uncanny skill at appraisal—a skill that first manifested itself when he amused college friends by biting salt-cellar tops to assay the silver in them. Although Congressman Mitchell Jenkins (R., Penn.) made some scathing remarks about "mental telepathy" during the 1947 investigation, both that inquiry and a grand jury investigation in 1952 gave Wolfson a clean bill of health.

Next, Wolfson dismantled the St. Johns yard (the stipulation about maintaining the yard in standby condition had been dropped) and sold it piecemeal for a \$2.2 million profit. He continued operating the Tampa yard until 1947, and then sold it too,

for another capital gain profit of \$3 million.

This was a turning point in both Wolfson's financial position and his financial education. He had discovered a principle that has since become a Wolfson byword: it is easier to make a million than \$100,000. As he expounds this philosophy: "Supposing you're bidding for a contract, or to buy something. If the amount involved is \$100,000, there are lots of people interested and competing with you, because a lot of people can handle a \$100,000 deal, and most of them will settle for a \$5,000 or \$10,000 profit. But on a \$1 million deal you have only a few competitors because only a few people can handle that. On a \$1 million deal I want 20% to 25% profit and I can get it because I can appraise the competition, I know their strength and know where I am. On a really big job like a \$26 million construction contract there may be a possible 40% profit because there is no competition at all."

This theory was responsible for Wolfson's disappointment, as noted earlier, in moviemaking, the next field he invaded. During this period he had another very enlightening experience after contributing more than \$150,000 to the 1948 campaign of Fuller Warren for governor of Florida. Another major contributor was the operator of four Florida dog tracks once partially backed by Al Capone. When the Kefauver crime-investigating committee reached Florida in 1950, it called upon Wolfson to explain his involvement in the campaign, Wolfson testified that he had been interested in Warren's election simply because he and his family owned a great deal of Florida real estate and had felt that Warren could do a great deal for Florida. Kefauver said afterward that the committee had found nothing illegal or "sinister" about Wolfson's interest in the campaign, but Wolfson is still sensitive about the subject and has since shied away from politics.

In 1949 Wolfson joined a group of dissident stockholders which took over Merritt-Chapman & Scott. A few months later he captured Capital Transit. For Wolfson it was a good year, although one in which many other financiers began eying him narrowly, as

they have done ever since.

#### The education of Louis Wolfson

Washington is plainly against him, recently there have been indications that, possibly because he has all the money he needs. Wolfson is becoming less interested in the quick buck than in the more lasting pleasures of a big job well done. He not long ago refused a \$60,000 bonus that the Merritt-Chapman directors wanted to give him, asking that it be distributed among the hourly workers instead. (He would have netted only \$6,000 after taxes anyway.) He also turned down a \$100,000 annual salary offered him by the directors of the Devoe and Raynolds paint company after he acquired it and became its board chairman last June. Except in Washington, labor has had fairly pleasant dealings with The Wolfsons and usually considers their entrance on the scene as a portent of more stable and more widespread employment.

In the 11 other companies that he has acquired since 1951 Wolfson has usually stepped up a formerly conservative dividend rate, but the largesse has never compared with that at Capital Transit, and Wolfson has done much to improve both plant and methods. One executive, a holdover from the previous management of a recently Wolfsonized company, said, "I've never had so much fun, indigestion and sense of accomplishment as I've had in the last year. He's done more for this company in the last 12 months than anyone else has in the last 12 years. He's quiet and soft-spoken and he listens you out. When he gets all the facts—and you've got to have them down cold—he'll ask, "Do you

want it? Is it good for us? Okay, you got it!"





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Since these batter es are inserted in the costumes, and the costumes are of fremendous value, you can well understand why we must be so careful in the selection of batteries, I am very happy to say your batteries certainly stand the test, and I congratulate you."

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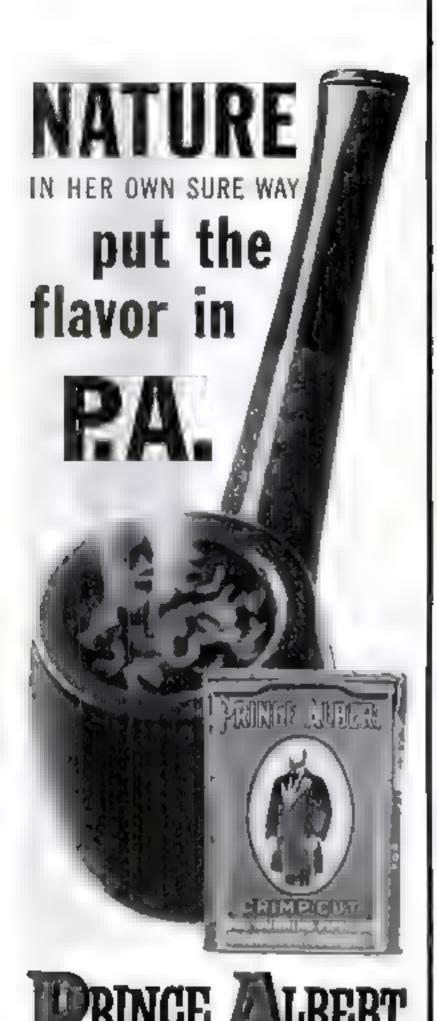
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SECRETARY, Mrs. Monteen Clements Timberlin, keeps the top secret files on all of Wolfson's negotiations. Picture is inscribed to her from Wolfson.

#### LOUIS WOLFSON CONTINUED

Wolfson's talent for inspiring loyalty is one of the main facets of a basically very uncomplicated personality. Twenty-two years and \$230 million after it all began, he still goes to the dentist he always went to, still employs the Jacksonville lawyer who has always handled his family's affairs, still gives jobs to old friends and former football players. When he meets a man he wants he says with unblinking candor, "I hope you like me because I like you, and I want you to come and work with me."

Thereafter he may drive his friend hard, occasionally giving orders with all the side-of-the-mouth curtness of a harassed football coach. But even when barked at, his associates regard Wolfson with an idolatrous affection that cannot be explained solely on the crass grounds that he has made a lot of money for them. Said one recently, "I would without questioning do anything in the world that Lou Wolfson asked me to do."

There is justification for such confidence. Wolfson is familiar with and can often recall down to the last dollar every significant figure in his dozens of companies' reports. He can cite Dow Jones averages on a second's notice. He has no constitutional need for sleep and probably does not average six hours a night, a fact that troubles colleagues not only for his welfare but for their own, since Wolfson expects them to keep pace with him.

Unlike some of them, Wolfson has the physique for this stern regimen. He is a broad-shouldered 6 foot 2, with the muscular legs and tanned, level-browed face of the typical ex-athlete, although without the pot belly that usually accompanies typical ex-athleticism in its 40s.

His devotion to business is untempered by any apparent need for relaxation, mental or physical. He has never smoked. He will sip a highball rather than embarrass a hostess, but he has said he cannot understand how anyone can enjoy the taste of liquor. He is no gambler, although he likes a congenial poker game with friends.

He is studiously polite, cocking an attentive ear and mind to what is said to him and replying in a soft drawl that turns "help" into "hep" and "million" into "mi-yun" with a courteous "sır" often added at the end. He is capable of such remarks as "I have enormous respect for any U.S. senator," and "Sır, my political party is really the American party." The overall effect is to give him a somewhat overpowering and unreal aspect.

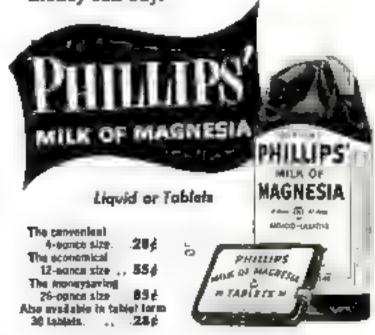
He took his longest vacation in a decade last summer when he went to the Beverly Wilshire in Beverly Hills to relax for 10 days. Recalling the interlude recently, he claimed he spent most of it lying around the hotel pool sunning himself, but added, "Of course, I was dropping in on the Devoe and Raynolds plant too." He lives with his wife and four children in a handsome \$200,000 home facing Biscayne Bay in Miami Beach, although he is away traveling, mostly on trains, about a third of the time.

When he is not on the road, his home is his headquarters. The main offices of the Wolfson enterprises are in Jacksonville, but he goes there only a couple of days a month. He does not take his business home, but keeps it there, in a modestly furnished office on the first floor where he gets 50 to 60 long-distance calls a day.

CONTINUED ON NEXT PAGE



than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constitution. For Milk of Magnesia relieves both conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarraising urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.







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#### TRESE ARE FOUR MAIN WOLFSON COHORTS



#### ELKIN B. GERBERT

Wolfson's principal confident and closest companion, the 45-year-old Gerbert has known him since school and college days. He joined Wolfson businesses in 1947 after selling out his own prosperous shoe store chain, now sits on boards of eight Wolfson firms, makes about \$75,000 a year.



#### J. A. B. BROADWATER,

Oldest member of the Wolfson high command, the 58-year-old Broadwater was one of few former executives of Tampa Shipbuilding whom Wolfson kept on after buying yard. Still president of Capital Transit despite the furor over highhanded policies there, he is a director of five other firms.



#### DORAN S. WEINSTEIN

Another veteran of the Wolfson campaigns, Weinstein, 38, an old family friend, went to work for Wolfson's Florida Pipe and Supply in 1940, is now second in command at Capital Transit and an investor and important adviser in other Wolfson ventures. Weinstein was World War II officer.



#### ALEXANDER RITTMASTER

Rittmaster is an expert in running\_
the sort of proxy battle that Wolfson
now faces at Montgomery Ward. A
former investment counselor, he is
also one of Wolfson's sharpest private eyes in the exhaustive investigations of the inner secrets of firms that
Wolfson contemplates taking over.

#### LOUIS WOLFSON CONTINUED

Wherever he is, Wolfson is almost always thinking, and usually talking, business. He is a fond and gentle parent but his children occasionally complain that when he is playing with them Daddy's expression has a tendency to grow abstracted, as his mind wanders off onto the balance sheet of New York Shipbuilding or some other enterprise.

He is an ardent sports fan, and follows with especial loyalty the fortunes of the University of Georgia ("my school"), University of Florida ("my home state"), the University of Miami ("my home town") and Notre Dame ("my friend Frank Leahy"). Aside from business papers he reads little. When he does, he dips into the lives of financiers and industrialists. "I'll read a passage over 15 times until I see just what the mistake was that the man made and how it can be avoided," Wolfson said recently. "What kind of mistakes? Well, you take William H. Vanderbilt saying 'The public be damned.' [This was some time after Wolfson's "I'll protect the stockholders in spite of anything" remark about Capital Transit.] No man is big enough to say that if he is in business. He's got to respect the public."

Wolfson will need all of his genius for cold business calculation and warm personal influence to convince a majority of Ward's 68,-000 stockholders that Louis Wolfson can do a better job for them than Sewell Avery. For one thing, many Ward stockholders apparently approve of Avery's cautious methods or they would have

CONTINUED ON PAGE 194





exclusive Liqueur Quality, and exceptionally high proof (94.4), have made Gordon's America's favorite gin.

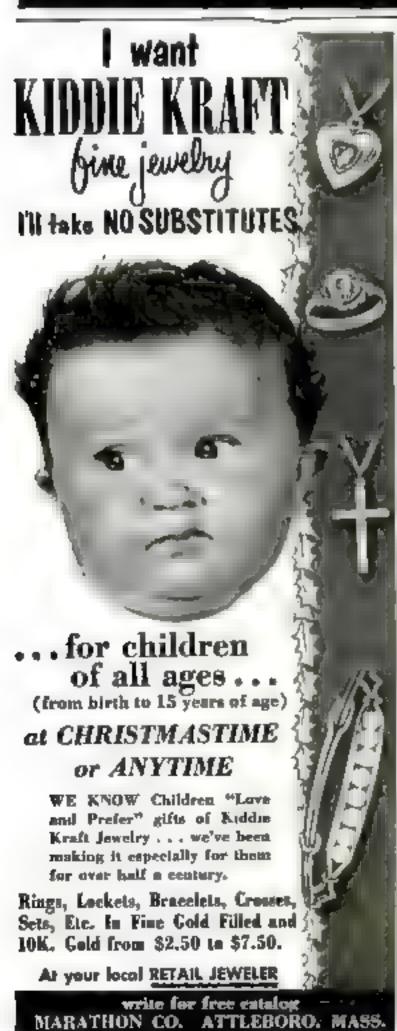
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One of Durkee's Famous Foods

#### LOUIS WOLFSON CONTINUED

long since sold out. At the last annual meeting Avery held proxies for 78% of the stock.

Again, the Montgomery Ward system of electing directors was expressly set up to confound borers both from within and without. Only three directors a year come up for election. Under Illinois law, cumulative voting is permitted, which means that the holder of one share of stock has three votes but can cast all of them for one director if he so desires. This enables a group to concentrate its voting strength on a single candidate and enormously enhance his chances of election. These two devices combine to hamstring attempts to overthrow the present management. Wolfson and associates have attacked the problem by filing suit in a Chicago circuit court in an effort to invalidate the Ward system of electing directors.

Wolfson's reputation for cutting up surpluses into rich dividends may frighten some stockholders but should attract others not averse to seeing the Ward dividend rate increase while the stock itself goes up. Furthermore Wolfson is planning a two months' tour this winter to some 40 cities in which he plans to rent meeting rooms and explain his plans to Ward stockholders. His boyish sincerity and softspoken directness should make a formidable appeal.

To whatever Wolfson says in the next few months Wall Street will listen both intently and suspiciously. The U.S. financial community still has not made up its mind how to take Wolfson. Some of its more conservative members refuse to discuss him publicly. Wolfson is not merely a newcomer, he is a man of unconventional methods and motives. Wall Street's reserve is intensified by the fact that never before has so large and proper a body of stockholders as Montgomery Ward's been subjected to so open and direct an onslaught.

Wolfson has attempted to define his motives with his usual frankness: "I won't do anything for money for myself any more," he carnestly remarked a few weeks ago. "Once making money was high on my list of ambitions. I thank the Lord that now it is 'way down on the list. When we first talked about Montgomery Ward, even people in my own organization told me, 'It's too big. You're going in over your head.' I like a challenge like that. I've enjoyed proving to them it's not over our head.

"Here's another thing. We have about 20,000 stockholders in our companies now. If I can take in a company like Ward with 68,000 stockholders or so, and 70,000 employes—more than twice as many as we have in our present companies—and put those stockholders' money to work and show them how it is needed to create jobs, and if I can restore the initiative and confidence of the employes in the business that is their livelihood—well, if I can do that I will have gone a long way to awaken corporate management generally to its responsibilities and to reawaken confidence in American corporations. That's my real ambition."

Such evangelistic piety is not likely to make Wall Street grow misty-eyed. Wolfson will have to prove in much more tangible ways that he has become what Wall Street considers a responsible member of the business community. This he will probably try to do. And the more he tries, the more he will serve to keep lazy or inefficient managements alert—and to that extent, at least, he will be contributing to the country's financial vigor.



HOME AND HEADQUARTERS for Wolfson, his \$200,000 modern-style house overlooks Miami's Biscayne Bay. His office is on ground floor at right.



Good games make wonderful Christmas gifts. Schaper plastic games are for the entire family. Both children and grown-ups play them and love them.





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One of America's favorite games! First one to assemble the plastic Cootie with all the legs, head, eyes, etc., is the winner. Two or more can play this "building" game. Easy to learn and fun to play. Voted one of America's most outstanding games! \$2 00



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If you ever-played "Dots and Squares" were a youngster, you'll recogwize the fun and excitement of this game. Here it is, with a modern touch and ready for hard entertainment Another great fan it game that can be played by young and da \$2.00

#### SKUNK

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## THE FRENCH GLORIFY A MILITARY HERO

The movie world is currently entering an impressive Napoleonic era, involving major productions on two continents. In France, the hero's ghost (right) rises before the Arc de Triomphe as the finale to Sacha Guitry's epic Napoleon, a three-hour extravaganza on which the actor-producer managed to spend the almost unheard-of amount—for France—of 500 million francs (\$1,450,000). In the film are some 52 stars including Danielle Darrieux, Orson Welles, Michele Morgan and Jean Gabin and, in addition, 32,000 extras.

The making of Guitry's Napoleon has been kibitzed by French historians, one of whom has already accused the producer of 16 errors of fact. The purists also hated Guitry's epic on Versailles last year. But like that film, Napoleon will surely be a succès fou—in Hollywood language, a box-office smasheroo.



## A Big Year for Bonaparte

#### BRANDO PLAYS HIM AS A GREAT LOVER

What M. Guitry's film does for Napoleon's military glory, 20th Century-Fox does for his fame in the boudoir in Désirée. A \$3 million CinemaScope production based on a recent bestseller, Désirée has Marlon Brando capably playing the amorous little Corsican and Jean Simmons acting the obscure silk merchant's daughter whom he woos in the rain (right) and to whom, in the film's version of history, he finally surrenders after Waterloo

As lavish in its own way as its French counterpart, Désirée nevertheless sticks strictly to love and intrigue (p. 200) and avoids all major military engagements. These it leaves to Guitry & Co., who do them up with considerable and complex splendor (see next page).



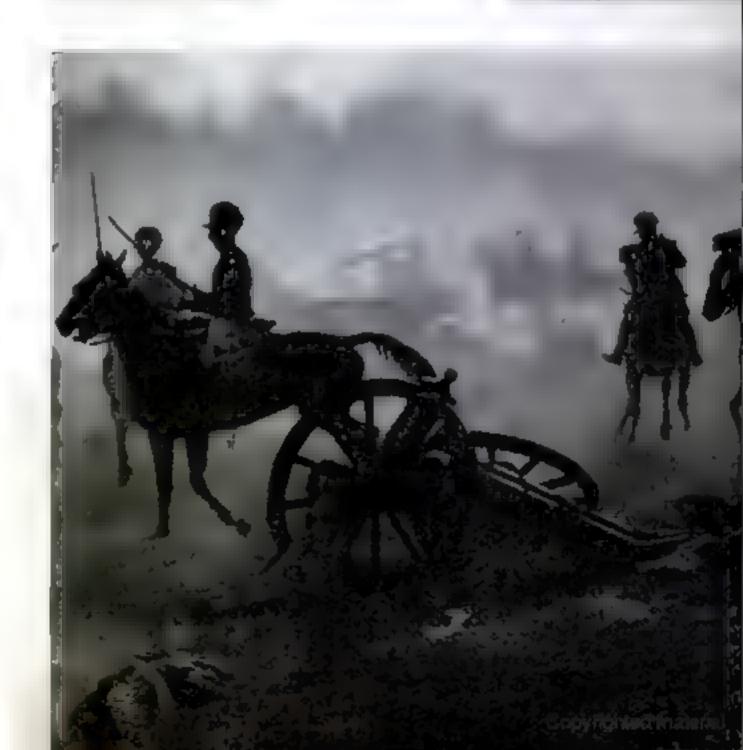
#### SCENES OF BATTLE MAKE



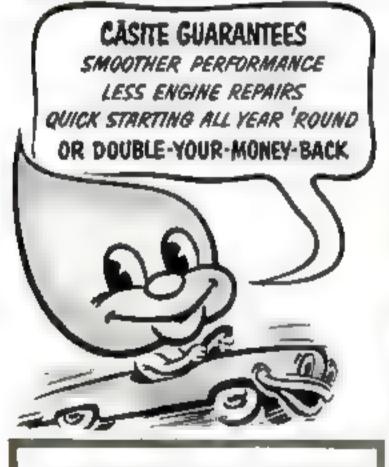
abvant E AT JENA of French Hassars is shot and ripening grain of a field near Guisse Pring filming Guitry commanded 3,000 local soldiers

RETURN FROM ELBA shows Napoleon about to land, General is played by two men in film—to is is Raymond Pelbegran who plays the offer Bonaparte.

AT WATERLOO all ed infantry engages brench cavalry. In battle scenes 22 actor seldiers were casnaties, received emergen cy treatment for we aids







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BIG YEAR FOR BONAPARTE CONTINUED

#### ROMANCE FILLS 'DESIREE'



COMFORT is given by Désirée (right) to Josephine (Merle Oberon) divorced by impatient Napoleon because she has failed to give him an heir.

DANCING LESSON is given to Napoleon by Désirée outside Josephine's room. He tells her he is marrying a Hapsburg and will have to learn to waltz.



HIS SWORD is given Désirée by Napoleon after Waterloo. According to the movie she is intermediary sent to arrange general's final surrender.



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# new Nescafé

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ATHLETIC PORTION OF PARTY WAS SLEEPING BAG BAGE HERE BEING RUN BY GROW LEFT) SID LUTTINEN, TO SORGENEREL, AL STOCKER AND JO ANN WINGET,

## Life Goes to a Four-Poster Party



NIGHTCAPPED TOAST is given with fraternity beer mugs by John Cogan and Jay Vedova (in woolen

caps) to Joan Earles and Bill Nolan, who preferred having their drinks in hand-lettered chamber pots.

## STUDENTS IN SEATTLE PLAY PAJAMA GAMES

For sixty years the brothers of the University of Washington fratchinties any given planted papara partie to stablishing a college tradition even more venerable than go dish swittlying or parts raids. On a recent Situriay right the Kappa Signa mouse added a retooment that rented dame half they pat two of doctown from tieds together with a "x1" paintwise in tron tieds together with a "x1" paintwise in the live mattresses with a dara as canvas steet, they then captived what they called a "z ur poster fing."

The 66 men bers of Kappa Signa art, 200 grests came in outlits which ranged raffis ily from shorties to mat is letts and we expaired so each man small ed his lates. They used the huge time-poster as a furnive darke floor or an erratic trampolin, and, at one point, a runny-lapping snake line directed its twisting course right up and over the bed. At I a mother shaddering four-poster could stand no more. It regan to fall apart and soon the party was ever-



STRUES WERE THE PAVORITE PAJAMA PATTERN BY WIDE MARGIN





SLEEPY GUEST Ogie Prisadsky drowses in arms of date. Dave Nostrand They wore plain pink pajamas, and their bottles on the table had doll-sized nightgowns.

HOISTED HIGH on one of the four tall bedposts, Tom Winter bugs a Teddy bear and accepts the cheers of the crowd. When the post started to shake they let Tom down.



BROIL-QUIK cuts cooking time in half! And, even a beginner becomes an expert cook with this amazing new broiler-rotisserie It's America's most wanted kitchen appliance!



Steaks with charcoal-broiled flavor!
Roasts with succulent natural juices sealed in! Chicken turned to rich golden brown on rotisserie spit!

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#### CHECK THIS SUPER-SPEED COOKING CHART!

	ORGIL-HUIK WAT!	MLH-FASHIGHTE WAT!
10-lb, rolled r b roast beef	4 hrs.	6 hrs.
13-(b. turkey	23/4 hrs.	4.6 hrs.
5-lb. soast chicken	IVA hrs.	21/5 hrs.
7-lb leg of lamb	21/4 ftrs.	4 hrs.
10-lb. roast tender ham	21/6 hrs.	4 hes.

Cleans with a FROM \$24.95 to \$79.95 damp cloth.

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#### Four-Poster Party CONTINUED



HAIR CURLING CONTEST was conducted with dates keeping their hands over girls' eyes and hecking insistently. All the girls finished in a dead heat.



CHARLESTON CONTEST is held on four-poster. Brooke Townsend (above lest) and Roger Gavin were best bed dancers after bouncy demonstration.



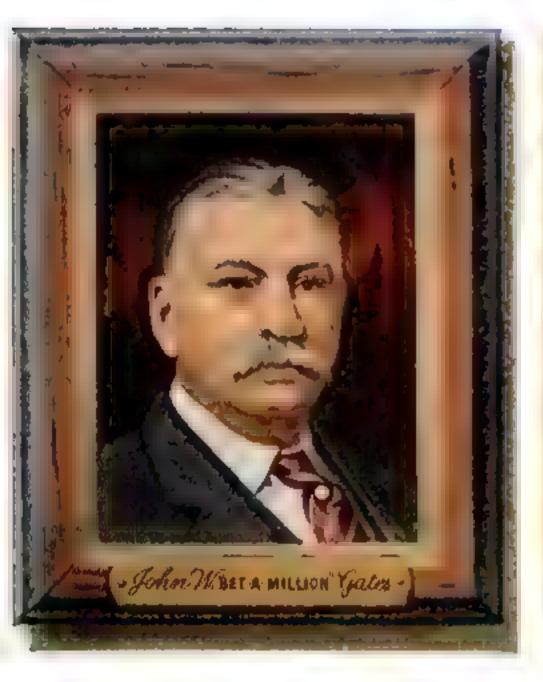
GUEST DRUMMER Erme Pearson, a member of another fraternity, climbed on the bandstand during the regular band's intermission and performed solo.

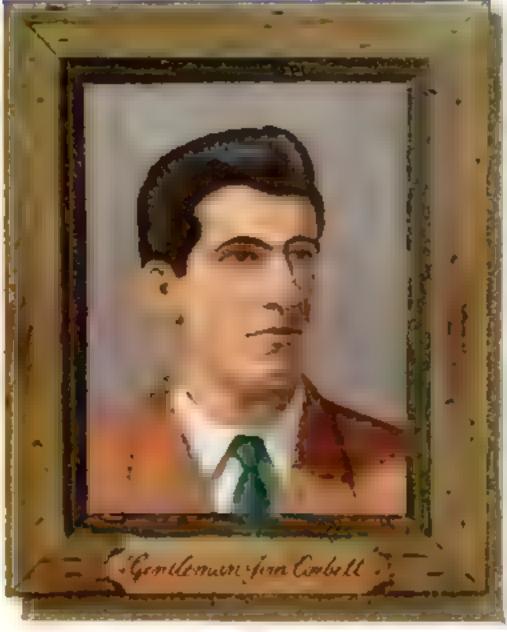


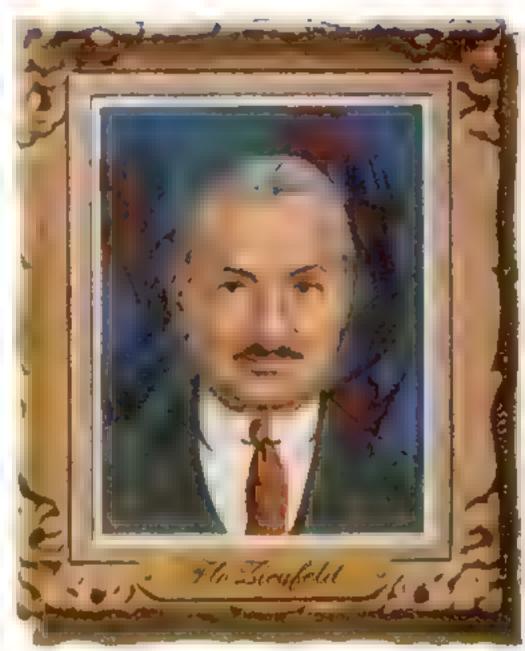




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Back in the golden years before the turn of the century, people of importance met and dined at the fabulous Chapin & Gore Restaurant in Chicago.

If you didn't see just the steak to your liking, the proprietors dispatched a special conveyance, and got it. Naturally, the finest bourbon was served, and Jim Gore had it made in Kentucky for his guests. He invented the now famous term "sour-mash" to describe the slow, careful way of making it. And today in Kentucky, as then, we follow these same steps to produce bourbon that is perfection in the glass.

You may choose the unsurpassed 100 proof bottled in bond called Old Jim Gore. Or the very excellent 6-year-old Chapin & Gore Bourbon which we bottle at 93 proof. Either one is superb. For a treat in the grand manner, ask for Old Jim Gore — or Chapin & Gore — today.

Best in the world"

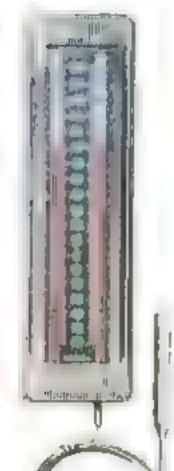








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INDOOR-OUTDOOR. For the first time, available at a popular price. Exclusive magnifying plastic case permits instant comparison of both indoor and outdoor temperatures. Protects health and comfort. An unusual and practical gift. Model 800, \$4.00

> UNIVERSAL. Modest priced wall or window thermometer. Detachable aluminum hanger permits use indoors or outdoors, Patented magnifying plastic case for easy reading.

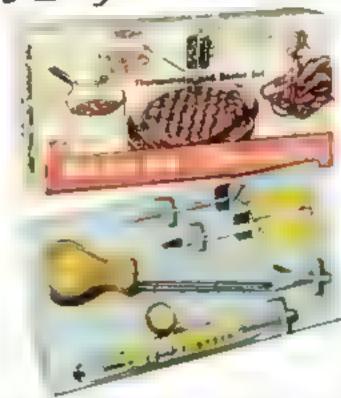


TOWN and COUNTRY. Luxury-styled for the discriminating homeowner. Heavy wrought iron bracket contrasts with clear plastic magnifying case. Vivid crimson spirit column, against charcoal gray background with white scale can be read from 20 feet away. Model 850, \$2.50



SOLID MAHOGANY. First fine wood walk thermometer ever offered at this low price. Light or dark mahogany, ornamental burnished brass trim. Model 248, \$1.19





COOKING THERMOMETER-BASTER SET Tremendous value in this key to successful cooking. Roast meat thermometer; combination deep-fat, icing and candy thermometer: full-size Pyrex baster. Model 201, \$2.00



COMBINATION REFRIGERATOR-FREEZER THERMOMETER. Protects your frozen or chilled foods from spoilage, pays for itself in food and power bill savings. **Model 548, 78e** 

COMBINATION CANDY, ICING AND DEEP-FAT THERMOMETER, The temperature tells you they're right-delicious candies and cake icings, perfectly done deep fried foods. No guesswork ever.

Model 267H, 68a

COMPLETE KITCHEN BET. All you'll ever need. Includes these handy kitchen thermometers; combination candy and deep-fat frying, roast meat, oven, combination refrigerator or freezer, room thermometer. Model 208, \$4.00

REMOTE-READING FREEZER THERMOMETER. This frozen food sentinel guards your food investment. Freezer temperature can be checked instantly, accurately, without opening the freezer door. Model 550, \$3.50



ROAST MEAT THERMOMETER. Assures succulent perfection in roasting all types of meats to a turn-rare, medium, well-done.

Model 291, \$1.60



BABY THERMOMETER SET. For baby's comfort, mother's convenience. Three pieces in matching pink or blue—nursery thermometer, floating bath thermometer, and milk and food testing thermometer. Model 340, \$2.00

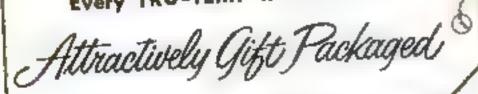
\*Accuracy guaranteed.--U. 5. Bureau of Standards Specifications. Prices slightly higher on the West Coast and in Canada.



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### Four-Poster Party CONTINUED



RESTING AFTER RACE, Al Stocker, who won in 30-yard sleeping bag dash, and Jo Ann Winget, who tied for third, lean against bed backboard.



HUDDLING ON THE HOOD, Bill Nolan, a guest from nearby Seattle Jniversity, gives an end-of-party kiss to date, Washington coed Joan Earles,



#### NYLON NECK KEEPS ITS SHAPE! See the extra "ring" around this

Hanes T-shirt neckband? It's the Nylon reinforcement. It defies sagging!
The shirt is combed cotton—soft, absorbent and shrink-resistant. Hanes briefs are Nylon-reinforced, too, in leg openings and supporting seams.

Seat is double thick for double wear. And see how white both briefs and T-shirt look? Hanes' exclusive whiter-than-white finish sparkles through wash after wash. T-shirt \$1 (boys' 65c to 75c). Briefs

89c to 95c (boys' 59c to 69c). To get more than you bargained for in underwear, sportswear, sleepwear, be sure

THE NAME'S



For nearest Hanes store, phone Western Union and ask for OPERATOR 25



### A DEER IN DOUBLE

Along the autobahns in Germany, the places where deer trails cross the highway are indicated by luminous signs showing pictures of deer and announcing: "From here, for the next 800 meters." The signs are intended as warnings to protect deer from as a last bit of cover to hide behind before dashing across the road. The one above came out from behind and into the headlights of Max Ehlert, whose camera caught this striking tableau of a deer in the double.



It just wouldn't be the same without

Schenley

...the best-tasting whiskey in ages!



PATIENCE



The Green Giant's New Process Niblets Brand looks and tastes fresher than any canned corn ever did before. That's because it's quick-cooked in the cannery by a new "fresh-flavor" process in 1/5th the time. This quick-cooking stops nature's clock—locks in new natural color and flavor. New Process Niblets Brand—you'll know it by the new red flavor spot. Look for it at your grocer's now.

**NEW PROCESS** 

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WHOLE KERNEL CORN